INFORMANT

JANUARY, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

Showing Belief for Final Salvation

Life-saving Work with *The Watchtower* and *Awake!* Begins

All Witnesses Urged to Show Belief Publicly

"Are you saved?" Properly Jehovah's witnesses answer, "Thus far, yes." Finding themselves in a saved condition through belief in God and Christ, however, does not guarantee final salvation in the New World. There must be a steady *showing* of belief, a proving of faith, for final salvation. Showing belief means service, active, zealous service that brings into play all the available faculties—the mind to study and absorb God's truths, the feet to carry one out into the streets and up to the doors, the mouth and tongue to make public confession, the hands to hold truth-bearing publications and the "sword of the spirit". Showing belief means living up in all ways to the name "Jehovah's witnesses", graciously bestowed upon us by the "Saviour of all men". —1 Timothy 4:10, *A.S.V.*

The Life-saving Work with "The Watchtower" and "Awake!"

To the ends of the earth Jehovah's witnesses will make a public show of their belief during the next four months, concentrating their energies and faculties upon the presentation of *The Watchtower* and *Awake!* Wonderfully blessed are we in receiving these Theocratic Bible magazines weekly. 'Whatsoever things are honest, just, pure, lovely, and of good report' fill our minds. But the blessings of peace and hope of life are not for us alone. An unnumbered multitude of "all nations" must yet cry out: "Salvation to our God . . . and unto the Lamb." For salvation of our "neighbors", then, as well as ourselves, Jehovah's witnesses will show belief by placing with the people the only Theocratic, hope-building magazines on earth.

To perform their life-saving work with *The Watchtower* and *Awake!* Jehovah's witnesses must go from house to house, in obedience to the divine commission. In no other way can we reach the full number of "other sheep" who sigh and cry and sorely need the truths of salvation obtainable through weekly Bible-magazine service. We urge, therefore, that at the very outset of our 1949 life-saving ministry every witness of Jehovah who can do so plan his daily affairs to permit a regular share in house-to-house preaching with *The Watchtower* and *Awake!* Individual effort in the door-to-door field of praise will be blessed of the Lord, and, with more ministers serving today than ever before, the 1949 *Watchtower* Campaign can and should witness a greater number of subscriptions than any previous one.

But what of the aged and infirm, unable to go from house to house? Are they exempt from the need of showing belief? Indeed not. Nor do they want it so. Their hearts swell with desire to proclaim glad tidings, and they can do so, speaking truth and offering *The Watchtower* and *Awake!* to all who call at their homes. The telephone may be used, letters written, and other means employed to preach salvation to men of good-will. Aged and youthful, men and women, whatever their station in life, language or natural ability, *all* of Jehovah's witnesses will delight to make a public show of belief in their life-saving work with *The Watchtower* and *Awake!*

Quotas

Each company should establish as its quota of subscriptions for the campaign twice its peak number of publishers. Hence, if your company has a peak of 10 publishers, it should strive to obtain at least 20 new subscriptions during the four-month campaign. What a tremendous spreading of the truth will result if all are able to do this! Our quota for the United States will be 165,000 subscriptions; for the world, one half million! Pioneers will have a quota of one subscription a week, or sixteen for the campaign. Shoulder your share of the quota now and try to personally obtain at least two subscriptions during the campaign, or one a week if you are a pioneer.

Presenting the Magazines

To awaken interest and make the listener aware of the blessings which await him through *The Watchtower* and *Awake!* the bearer of God's message will strive for kindness, sincerity, patience, and clear, appealing speech in his presentation. Usage of the two-magazine offer will naturally require more careful preparation for the initial witness at the door, for the minister must be familiar with the changing contents of current magazines. In various sections obstacles to overcome and objections to refute differ. Each company, on the basis of local conditions, can illustrate in service meetings the most effective method of presentation through demonstrations, experiences and talks. In this campaign, stress is to be given to the two-magazine offer, with "*Let God Be True*" or another book and a booklet free, for $2.00. Where the complete offer is not desired, place emphasis on *The Watchtower* for one year, with a booklet, for $1.00. The householder unable to accept a subscription may be glad to receive "*Let God Be True*" and a booklet, on contribution of 35c. No special testimony card is being provided. Those who wish may use the permanent testimony card, suitable for any offer, as an introduction.

Door-to-door ministry will be accompanied by the customary street, public-meeting, back-call and book-study services. In all of these an endeavor will be made to encourage interested ones to subscribe for *The Watchtower* and *Awake!*

The millions who pray in sincerity "Thy kingdom come" need to know that the Kingdom *has* come. They need the life-giving message of the Kingdom contained in *The Watchtower* and *Awake!* By God's grace, Jehovah's witnesses will satisfy that need, and guarantee their own salvation, by a public show of belief. Showing belief by service is the primary requirement for success of this eleventh *Watchtower* Campaign.

The Pioneer Hour Checkup

The Society is keenly interested in helping the pioneers to meet full-time responsibilities and thus continue to share the blessings of pioneering. Hence a checkup letter was sent at the end of the first six months of the new quota arrangement to remind those who had fallen short. The response to these letters was very gratifying. The expressions of appreciation and determination from the pioneers reflect their thankfulness for the blessings they are receiving.

In the future, the checkup will coincide with the service year. Hence the 1400-hour quota will now be counted from September 1, 1948. Those who come short during the six months ending with February, 1949, will be advised by the Society, so that they can improve their activity during the remainder of the service year, if possible, and thus meet the quota.

Suspensions

The Society would like to remind the pioneers that the suspension arrangement is no longer in operation. Those who want to take some time off for one reason or another may do so without asking for a suspension. If the taking of such time off from full-time service results in the pioneer's making less than 120 hours for that month, the pioneer should briefly give the reason in the space for REMARKS at the bottom of the monthly report card.

This report card should be sent at the end of each month's service no matter how few hours may have been put in and even if none at all; and in each instance that the hours are less than 120 for the month a brief explanation should be given.

Pioneers who take time off or who for any reason fall below 120 hours will, of course, endeavor to make up the time lost and strive to meet their quota for each six-month period and the entire service year.

How to Handle Subscriptions

A new instruction sheet, "How to Properly Handle Subscriptions," is being mailed with this *Informant*. It replaces the former one, which may be discarded. Consider its contents carefully in service meetings, post on bulletin board during campaigns, and preserve it in the company file for future use.

Company and Pioneer Orders

From time to time weak points relative to ordering by both companies and pioneers come to our attention, points that, if remedied, will result in more efficient service.

It is advisable to always have company orders sent to the same address, unless there is some good reason for doing it otherwise. If circumstances make it necessary to ship orders to the stock servant, or some address other than that at which the company regularly gets its mail, the name and address used should not vary each time, nor should orders be sent to various members of the same family. It is necessary for the Society to keep an extra stencil on file for each variation in the name and address the company uses when ordering, even though the change is slight. Since we have no means of knowing which is correct, we must use the address last sent in. Of course, the Society is glad to keep these stencils if such is *necessary* and an aid to the brethren in the field. Pioneer groups in isolated territory can assist in this same matter by having all orders come to the same one of their group.

Companies should not request literature to be charged to them at pioneer rates, even though it is being ordered for pioneers. All company orders are charged at company rates. The pioneer obtains his literature from the company at pioneer rates, whether campaign literature or something ordered specially for him, and the company will in turn be credited through the Literature Credit Request Form (SC-53). If it places a burden on the company to order cash items for pioneers, the pioneer can order these himself and send his order with the company's.

When company and pioneer orders are sent together, however, it should be kept in mind that there should be a remittance form for each order even though only one check or money order is sent for the entire amount. The remittance forms will show what part of the remittance to apply to each order. Remember, too, that the new remittance form (S-52) should accompany *all cash item orders*, regardless of size, *including those for handbills*. If you are not sure whether the item you are ordering is a cash item, please consult the Cost List, where you will find cash items defined and a list given.

Occasionally pioneer orders have been delayed when the Society was not notified that the one to whom the order was to be shipped had moved, or when a pioneer sister got married and neglected to advise us of her change of name.

Careful attention to the matter of ordering, making sure to fill out the order blank carefully and completely and to include remittances when necessary, will assure better service and will eliminate much unnecessary correspondence between the Society and the companies and pioneers.

"Blameless Ministry" Testimony Period

1949 *Watchtower* Campaign Progresses

Stress *Watchtower* Back-Calls

This world of Godlessness is in an irreparable plight. It has become the miserable slave of its god Satan, and is totally void of faith and devotion to righteousness and the principles of God's Word. Whoever may be responsible for this condition, one thing is absolutely certain: The accusing finger of guilt cannot be pointed at the ministry of Jehovah's witnesses and the Society. As remarkably demonstrated by the thrilling year's report in the 1949 *Yearbook of Jehovah's witnesses*, the ministry of God's servants stands blameless, "giving no offence in any thing." Yes, *blameless* because the Society has consistently endeavored to fulfill its charge as "faithful and wise servant" in providing "meat in due season"; and because you, the publisher, have faithfully accepted your responsibility as minister of God and have carried the vital Kingdom truths to men of good-will throughout the world. Now comes February 1949 and the "BLAMELESS MINISTRY" Testimony Period; another opportunity to minister, "giving no offence in any thing, that the ministry be not blamed: but in all things approving ourselves as the ministers of God."—2 Corinthians 6:3, 4.

During this second big month of the 1949 *Watchtower* Campaign, God's blameless ministers will continue to hold forth the message of life and deliverance from a destruction-destined world. How? By offering a year's subscription for *The Watchtower* and *Awake!* for two dollars, and giving as a premium with the dual-subscription offer "*Let God Be True*", or some other bound book, and a booklet. When placing the offer, it is suggested that the publisher inform the obtainer that he will count it a privilege to call back in order to make certain that the magazines are being received, and answer any questions that might arise. Good-will persons truly appreciate this display of sincere interest in directing them to a knowledge of God's Word.

Remember "Watchtower" Back-Calls

In order to fully prove ourselves as the ministers of God and show a blameless ministry in "all things", we must not fail to call back on subscribers and extend that helping hand so much desired and needed by those who say, in effect: "How can I understand except some man should guide me?" How can they, indeed? The admonition, therefore, is: *Make Watchtower back-calls.* They are essential. Wherever possible the publisher obtaining the subscription should make these back-calls. Call with a purpose, namely, to establish a home *Watchtower* or book study. Show genuine interest in the subscription obtainer. Such proper procedure on the part of the minister tends to dispel any doubts relative to Jehovah's witnesses, and hence further establishes our blameless ministry.

Watchtower and *Awake!* expiration slips and good-will back-call slips are being sent by the Society to the companies. The back-call servant should see that these receive prompt attention by the local publishers. In this regard, it is suggested that as home *Watchtower* or book studies progress the publishers assist the students to recognize and appreciate the importance of *The Watchtower* and the advantages in subscribing. This will also help them to see the desirability of renewing their subscriptions before these expire.

Can Your Company Increase?

With a month of rousing activity "showing belief unto final salvation" in January, many subscriptions for *The Watchtower* and *Awake!* will undoubtedly be obtained. Therefore, February will be a good time to reflect on January's activity, analyzing what has been accomplished locally and how improvement can be effected during the remaining months of the campaign. Refreshing and instructive *Watchtower* Campaign field experiences will also be of real value. Publishers who have been successful in obtaining subscriptions may be used to relate their experiences, particularly those which will assist other ministers in their presentation of the offer. Keep the importance of the eleventh *Watchtower* campaign in full view throughout the entire four months. Remain subscription-conscious!

Jehovah's proven ministers possess and preach the singular message of hope and salvation. Theirs is the only ministry that can stand blameless before God and the world. Let us maintain our proven ministry during the "BLAMELESS MINISTRY" Testimony Period, in February, "in all things approving ourselves as the ministers of God."

Publications Now in Stock

The Joy of All the People—French
The Joy of All the People—Italian
The Joy of All the People—Marathi
Kingdom Service Song Book
—French

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	4,657	175.0	50.0	6.5
Gen. Pios.		120.0	32.6	4.5
Co. Pubs.	75,682	13.2	3.4	1.0

November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	473	159.9	56.3	6.6
Gen. Pios.	4,633	111.2	32.8	4.5
Co. Pubs.	73,999	13.0	3.4	.4

PUBLIC MEETING CAMPAIGN
Public Meetings Held 3,623

The Watchtower in 22 Languages

The Watchtower and *Awake!* are now available in the following languages:

"The Watchtower"

SEMIMONTHLY

Afrikaans	German	Spanish
Danish	Hollandish	Swedish
English	Ilocano	Tagalog
Finnish	Italian	Visayan
French	Norwegian	

MONTHLY

Arabic	Polish	Slovak
Greek	Portuguese	Ukrainian
Hungarian	Russian	

"Awake!"

SEMIMONTHLY

Afrikaans	English	German

MONTHLY

Danish	Portuguese	Swedish
French	Spanish	Ukrainian
Greek		

Praise "More and More" in 1949

Are You Sincerely Working on the New Publisher Quota?

1949 *Yearbook* and Calendar to Aid in Meeting Quota

In the interests of expanded world praise, the 1948 *Yearbook* declared: "There is much singing yet to be done. As each one keeps his place within the Lord's organization and sings, certainly the praises of God will be heard among all nations." And heard they were! Uniting under the yeartext, "I will sing praises unto thee among the nations," thousands of singers spread the song of praise, in 96 different lands. And with what result? The amazing number of 260,756 ministers of God engaged in Theocratic ministry in 1948! A new world publisher peak!

With this calendar year of expansion ended, the question arises, What now? Slack the hand? Rest on past increases and peaks? Expansion-minded ministers answer an emphatic *No!* Rather, each individual, each company will plan, organize and diligently work toward even greater peaks and thus swell the ever-increasing throng of praise-giving "nations".

Can We Meet the Quota of 10-Percent Increase?

Is it possible for Jehovah's ministers to give more praise than they have in the past? Our new 1949 yeartext gives stirring answer: "I . . . will yet praise thee more and more." (Ps. 71:14) Yes, *more* praise, *more* gospel-preaching by *more* ministers in 1949! In fact, a 10-percent increase in number of ministers is our quota for this service year.

By God's grace, that quota has already been exceeded in the United States, during October. But exceeding the quota one month will not assure the average for the year. With keen appreciation for our new quota of 10-percent increase, let each individual minister resolve: "*I . . .* will yet praise thee *more* and *more*," and then *do* just that. Take an active interest in the quota locally and do it *now!* Do not wait till the last few summer months. Compare your own activity with that of the company, and frequently ask yourself: "Am I contributing to the fullest extent that I can to aid the company in its endeavor to meet the new quota?" If not, praise "more and more". Become thoroughly familiar with your company's chart on which the quotas are posted. Study it; learn to know the company quotas. Realize that the chart is not just a maze of figures, but a precise measuring rod of Theocratic expansion in your company. During the 1949 service year it will visibly mark your progress toward meeting the 10-percent increase.

It is the combined efforts of individual praisers with a personal interest in local quotas, coupled with Jehovah's spirit, that will make for a 10-percent increase in number of publishers in the United States for the entire service year. Ministers of God the wide world over have consistently proved this to be true in 1948. Thrilling beyond words are the reports of increase from our brethren in the far-flung corners of the earth. Consider: In Germany, 15,856 ministers of Jehovah set an individual quota of assisting one good-will person to enter the ministry of praise during the 1948 service year. By Jehovah's grace and through perseverance, the witnesses in that land enjoyed an 83-percent increase, reaching an average of 29,172 publishers and a peak of 36,526 publishers! In 1948 a 20-percent advance was made by our British brethren, with 14,676 ministers sharing each month in the song of praise, while Italy, that little country long deprived of the gospel song, had a 116-percent increase. In Russia, a land where singing Jehovah's praises brings banishment to Siberia or the firing squad, ministers of God increased from 3,498 in 1947 to 8,000 in 1948, according to the best reports available; a 128-percent increase! Think of it! Also, the entire international Theocratic organization can rejoice, for the increase in average number of publishers was 27 percent.

Now, what about the United States? Here a 7.7-percent advance was effected. This is good; but it shows we are far behind our brethren in other parts of the world. Can we not do better? Let us meet this challenge by making our 1949 quota.

1949 "Yearbook" and Calendar

The above reports and many others equally encouraging will make each one of us more diligent in our efforts to attain to the 10-percent increase as we read the thrilling world-ministry report by the Society's president in the 1949 *Yearbook of Jehovah's witnesses.* With its highly informative and stirring contents, the 1949 *Yearbook* can be made the subject of discussion at service meetings, back-calls and book studies. Its outstanding record of increase after increase is a mighty testimony to the blameless ministry of Jehovah's witnesses and can be readily incorporated in public talks. Read, study, analyze and review its contents; use it in your ministry.

Closely allied with the *Yearbook* is the attractive 1949 service calendar. Its four-color aerial panoramic view of the world-renowned missionary school of Gilead reminds one of the great work that school is doing. Moreover, its theme of expanded praise will alert the minister to his own ministerial obligations and will serve to daily remind him of the 1949 10-percent increase in quota.

All indications point to the joyful fact that 1949 will be a record year of praise abundantly blessed by Jehovah. Let each minister of the Most High begin the year aright. How? Start now, in January, working for the quota of 10-percent increase and striving for a steady increase in number of publishers thereafter. Let us each and every one declare before Jehovah in word and action: "*I . . .* will yet praise thee *more* and *more*" in 1949.

Literature for Germany

In the past it has not been possible for the Society to supply magazines and books to persons in Germany whenever a request was made. Now, however, we are glad to announce that it will be possible for the Society to accept subscriptions for persons in Germany. Anyone who wishes to subscribe for a magazine in any language for someone in Germany may do so. Check to see that *The Watchtower* or *Awake!* is published in the desired language. Individual copies of books and booklets will also be mailed to persons in Germany upon receipt of order with remittance.

INFORMANT

FEBRUARY, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

"Blameless Ministry" Testimony Period

Presentation of *The Watchtower* and *Awake!* Continues in Second Month of the Campaign

Preparation Essential for Blameless Presentation

Jehovah's witnesses are living up to their commission to be ministers of the gospel, as proved by the results of their work. They have loved Jehovah their God with all their hearts and have loved their neighbors as themselves and thus have accomplished much in aiding those of good-will to learn the truth of God's Word and to advance true worship. Organized religion's ministers cannot point to a blameless ministry with such God-honoring results. They are not without blame, but have been instrumental in turning many away from God. Jehovah's witnesses alone stand out as true ministers "giving no offence in any thing, that the ministry be not blamed: but in all things approving ourselves as the ministers of God". —2 Cor. 6: 3, 4.

Individually we desire to keep our ministry blameless, and as we progress into the second month of the *Watchtower* Campaign we wish to continue to offer to the people publications of the highest educational value, that they may learn the truth of God's Word, repent of old world practices and begin to serve Jehovah. That is why, in harmony with Jehovah's witnesses world-wide, we go to the homes of the people with the two magazines *The Watchtower* and *Awake!* with a premium of *"Let God Be True"* or some other bound book and a booklet, for $2.00.

Effective Presentation of the Offer

Carefully analyzing this offer, we quickly notice its comprehensive value. It is balanced spiritual food for those who are searching for the truth. It is our responsibility to show them the importance of receiving the complete offer, that they will not be deprived of information essential to their well-being. Show them how *The Watchtower* stands blameless by giving such needed information on the Bible and explaining important Bible prophecies for the edification of all those who wish to know Jehovah's purposes and share in the benefits thereof; and how the *Awake!* magazine furnishes timely articles on many interesting subjects along with the important news happenings every two weeks.

The book *"Let God Be True"* or whatever volume is used for the premium will prove an added incentive for the householder to obtain the two subscriptions even though time may not allow a discussion of its contents. Many people will be glad to obtain this balanced diet of spiritual food when we tell them why it is offered: to aid them in knowing the truth and gaining everlasting life.

The efficient and blameless minister will be alert to use the training that he has received in the Theocratic ministry school. Tact should always be used in speaking with the people at the doors and on the street. Arguments should be avoided, but we should be alert and not overlook an opportunity to tactfully use refutation in order to aid those who are sincere in voicing objection to our work. A review of Lesson 53 of *Theocratic Aid to Kingdom Publishers*, on "Refutation in Gospel-Preaching", will be quite appropriate at this time.

Appropriate demonstrations should be employed to illustrate the most effective ways of presenting the two magazines under different circumstances. For the benefit of those going in group work, a short demonstration or brief review of suggested talking points might be given before going into the field.

Publishers will, of course, be interested in knowing how the company is progressing toward reaching its quota. This information can be compiled and presented to the company from time to time so that additional effort can be put forth when necessary.

We are properly concerned with the progress of the *Watchtower* Campaign, yet we should not neglect other features of the service. Back-calls should be made on subscribers of the previous month, and throughout the campaign these should be called on and aided in their study of these publications. Public meetings should also be planned, and diligently supported by the publishers.

Blameless Ministry Means Regular Service

To be an effective minister of Jehovah and to demonstrate real appreciation for this great privilege, regularity in the service is essential. We may have to overcome obstacles along the way, but that is what ministers of Jehovah have always had to do in order to keep their ministry blameless. Disagreeable weather at times may present an obstacle; but by taking advantage of all days that will permit us to engage in the service we shall be able to overcome this obstacle. It is by regularly devoting time to the ministry, our primary occupation, that we grow to appreciate it more and become more and more effective in our presentation.

To see that our blameless ministry is bearing fruit, we have only to review the pages of the 1949 *Yearbook*. Proof is found also in other testimony the Society receives daily from the many subscribers for *The Watchtower* and *Awake!* who express their appreciation for these magazines. Of the many, let two of such speak for themselves: "I surely like your magazines; and I am grateful to the girl who took my subscription. Though I have forgotten her name, I remember her and thank her." Another says, "I highly appreciate your kindness for *The Watchtower* you have been sending me the past several months, for it has brought me better understanding and a changed viewpoint from my past attitude toward life. Since I've been studying *The Watchtower* and several books I even feel better." These are the "other sheep" expressing their appreciation for our keeping our ministry blameless!

Regularly, therefore, we will continue to carry *The Watchtower* and *Awake!* to the people during February, by engaging in all features of the service.

"From House to House"

Strive for an Effective Ministry

In the eyes of the religious world, Jehovah's witnesses perform their ministry in a strange manner. They preach "from house to house" to persons of every race, creed, political belief, and walk of life. But Jehovah's witnesses preach thus by divine command. They *must* go from house to house, to discharge a tremendous responsibility, that of informing all mankind that old-world rule has ended, the Kingdom is here, and Armageddon is at hand. The eternal destiny of millions, as well as the vindication of God's name, is tied in with their ministry at the homes. Hence every witness of Jehovah physically able to do so will take part regularly in this important, Christlike service, and preach "from house to house".

Knowledge Used

Through much study Kingdom publishers have acquired a wealth of Bible knowledge, not to hoard it in their minds, but to *use* for the welfare of others. It is in house-to-house preaching, primarily, that this is accomplished. It is here, in direct touch with the public, hundreds and thousands of them, that Theocratic ministry schooling is applied in the fullest sense, and proves its worth. Extempore speech, warm, conversational delivery, choice words, good and varied sentence composition, proper oral emphasis, use of tact, refuting of arguments—all these desirable qualities are brought into play and steadily improved as the publisher speaks truth and brings hope and joy to more persons.

Making Your Service Effective

The objective of the publisher at each home is to stir up interest at the outset, convey his message with understanding, and create desire to accept the literature offer. Thus the groundwork is laid for a future home Bible study. "But how can I witness at each door more effectively?" may be your query. Perhaps by answering briefly in your introductory comments the unvoiced questions of the average householder, Who are you? why are you here? what do you have? This may readily be done through a "general presentation", pleasingly delivered. Several introductory presentations may be prepared, to insure variety and freshness in your approach.

Get to the literature offer quickly, for the attention of the person will usually center on this. "Know" your offer for the month, its main points, the value of its features, the many questions of immediate interest to the householder it will answer. Speak with conviction. Have not the publications brought you knowledge more valued than all the gold and silver in the world? So will they bring to your "neighbors" truth of inestimable worth. Avoid "rushing" through your witness. Be calm, poised, courteous, and overcome unfounded objections as you are able. Do your best to witness effectively at the homes, and know that as you cultivate the gift of preaching the Most High will direct your steps, to His praise.

Seek to Improve

Many will not "hear", regardless of your effort to speak effectively at each door. This should not discourage, for a division into the "sheep" and "goat" classes is purposed for our day. Not all listened to Jesus, like whom no other man ever spoke. Yet, through patience, kindness, friendliness and tact at *every* house, prejudice may be broken down, and a better spirit shown by misinformed persons on the next call. Remember that Paul was not always the apostle Paul.

Constant improvement in your witness work from house to house should be sought. Regular attendance at the service meeting and Theocratic ministry school, followed that same week in the field by an application of the counsel received through talks and demonstrations, will better your ministry. Discussion with fellow publishers regarding their methods of approach will help. And when arguments or questions not encountered previously are raised at the doors, think out a fitting response and be prepared for an effective reply when a similar situation arises again. Regular preaching in the field is the main requirement for a steady improvement in your witness work.

Opportunities for sharing in the praise of God's name and pointing others to salvation through house-to-house work will soon end. Hence now is the time for all servants of God to take full advantage of their opportunities and identify themselves as true ministers by preaching regularly "from house to house".

Old Phonograph Records

Old phonograph records no longer have any reclaim value to the Society. Any companies who may have been holding such records for an anticipated call to send them to the Society may dispose of them in any way they see fit.

Gainful Godliness

Profitable Way to Contentment and Life

Whether it be wisdom, wealth or social position, the gains sought by this world bring no contentment. 'The world by wisdom knows not God,' their "riches are corrupted" and their positions of honor fade with the whims of imperfect humankind. How true it is that 'all this is vanity'. Contentment comes only from acquiring knowledge of God and then carrying such information to others. This is a godly course, and "godliness with contentment is great gain".—1 Tim. 6:6.

Our Theocratic service is indeed gainful godliness. True, it does not bring financial gain to those who take part in it, but it does bring that which is of far greater value, both to the publisher and to the hearer, the opportunity to gain life everlasting. What greater gain could there be than this?

The continued offer during March of subscriptions for *The Watchtower* and *Awake!* with a bound-book premium will be especially helpful to those seeking godliness with its gains. We can greatly increase the interest of the people, whether we are calling upon them for the first time or are calling back on those who have already subscribed, by directing attention to the actual contents of *The Watchtower* or *Awake!* Try this in your ministry. Fix two or three important points in mind from a recent *Watchtower*, ask the householder questions on these points, and then show how to obtain the answers from the magazine. Do the same with *Awake!* This will create a desire to look into the publications further, either to subscribe or to gain more from publications previously obtained.

Servants Take Lead

The gains of godliness are most manifest where servants actively take the lead in Kingdom service. This they can do by making definite service arrangements well in advance and by assisting others to share in the work. This is an obligation which they will delight to assume at all times. If a servant faithfully shows up for group witnessing, even though at times he might be the only one in the "group", his godly course will bring gain to himself and to those to whom he witnesses, and others will be moved to follow his example and join him in regular gainful service.

Am I regularly taking the lead in Kingdom service? Am I constantly on the lookout for ways to help my brethren improve in gainful godliness? These are questions which each servant might well ask himself continually. Affirmative answers will be a sure indication of future gains in the company.

Questions for self-examination, however, are not for servants alone. By March this eleventh *Watchtower* subscription campaign will have been in progress for two months. Each publisher might therefore ask himself: Have I reached my quota of one subscription? If not, is it because I am not following the course of gainful godliness as diligently as I should? How can I improve? Do I study each issue of *The Watchtower* and *Awake!* thoroughly? and understand them well enough to explain their contents to others? In the street work do I follow up the interest I find and try to arrange for subscriptions or back-calls? Do I actually follow up all interest found in the field? Am I going out in group witnessing regularly? Can I profitably take out an individual territory where I can work at odd times? Do I truly make godly service the outstanding feature of my daily life? This self-examination is profitable if we sincerely desire to follow a course of gainful godliness.

Let each of us, then, utilize this mid-point in the eleventh *Watchtower* Campaign to examine what we have accomplished during January and February, ascertain the reasons for those instances wherein we have come short and profit from what we have done well. Contentment is assured for those who thus faithfully serve Jehovah, and "godliness with contentment is great gain".

Theocratic Ministry School Suggestions

Evidence of the keen appreciation that the brethren have for the written reviews was seen in the joy with which they greeted the news of their continuance with the taking up of the study in *Theocratic Aid to Kingdom Publishers*. That all may receive the greatest possible benefit from the reviews as well as from the other features of the school, some of the questions that have arisen will here be considered and suggestions offered.

Written review information confidential. The nature of the questions and their answers is strictly confidential, and no one, aside from the school servant, should have information regarding them before the taking of the test. Any other course would defeat the very purpose of the written review, which is to encourage study and not merely to get a high grade. Since the questions appearing in the written reviews are limited to the material covered in the lesson and questions appearing at the end of each lesson, there no longer seems to be any reason for even the ones giving the instruction talks to be given in advance any information on the written review in order to properly present the lesson. By making sure to cover and high-light the points raised in the questions in the textbook, all of those giving the instruction talks will be doing their part to properly prepare the brethren for the written reviews.

Stimulating interest in the written reviews. Both the company servant and the school servant should be alert to note ways in which they can increase interest in the school and the written reviews. Service meetings, for example, can include demonstrations which show the practical value of the material in *Theocratic Aid to Kingdom Publishers* for use in field service; the right and the wrong ways to study the weekly lessons and prepare for the reviews; or other points that need attention in the company. Interest in the school can also be enhanced by starting on time, keeping the school lively by having the talks, including the instruction talks, within the allotted time, and by making the counsel brief and to the point.

New student talks. In meeting the problem of determining the main points in their assignments, students will find it helpful to consult the questions prepared by the Society on the material, where provided, such as the question booklet on *The New World*, etc. These questions high-light the main point or points in each paragraph, and by comparing their outline with these questions students can make sure that they have covered the main points.

Since the student talks now are based on the bound books and magazines, students may read scriptures directly from the Bible if they so desire, which they were not encouraged to do when the epitomes were on parts of the Bible itself. However, the same principle still applies, that is, the student should not read from the book or magazine he is assigned to epitomize.

Preparing for, and taking, the written review. Publishers can benefit more from taking the written reviews if they will observe these points: Prepare effectively by being able to answer the questions on each lesson each week in your own words without referring to the textbook. Note particularly what are the basic, main points. Review before the written review. Discuss the lessons with others. If you fully understand the lessons you will have little difficulty with the questions in the written review.

When taking the review, make sure, first of all, that you fully understand the question, before trying to answer it. Read it over twice. Then make sure that your answer is directly to the point and that it does not apply to another question instead. Be sure that it does not simply restate the question in other words, and that it gives a reason. Should you finish early, look back over the questions and your answers, noting where you can improve them.

Grading the papers. It will greatly encourage the brethren to take the written reviews if the school servants use good judgment in grading the papers. If the brethren have expressed the idea and it appears that they know the answer, credit should be given even though they may not have expressed themselves exactly as indicated in the answer sheet. Due to the general nature of much of the information now being studied, it is not possible to list on the answer sheet all of the possible answers. Therefore credit should be given if the brethren answer the question correctly even if their particular answer does not appear on the answer sheet. It would also be well to give partial credit to partially correct answers even though it may not be a two- or four-part question. When in doubt, grade in the student's favor. It is better to be too generous than too exacting.

By all the brethren observing the above points to the extent that they apply to them individually, they will be helped in receiving the fullest possible benefit from the ministry school in their efforts to 'yet praise Jehovah more and more'.

Public Meetings Provide Wide Witness

New Talks to Begin in April

Public Bible talks are one of the major means employed by Jehovah's witnesses in preaching this gospel of the Kingdom. During the past service year, as revealed by the 1949 *Yearbook*, the tremendous total of 133,634 such meetings were held throughout the world. That means that for every day of the year more than 366 Bible lectures were held—over 15 meetings every hour, day and night, for the entire year!

The pleasures of these past accomplishments, however, give way to even greater future joys as we learn that this excellent means of making known God's name and purpose is to be continued throughout the coming year with a new series of talks beginning in April. The titles of the new talks are:

"Peace on Earth"—When?
God's Day of Rest
Can Religion's Divided House Unite?
Why the Bible Has Endured
Humanity at the Crossroads
Victory over Death
Palestine in Prophecy
The Two Great Commandments of Life

This announcement is now made so that companies can arrange to start the new series in April. No series of the old talks should be started after April 1, although those in progress may be completed. In every company where speakers and suitable meeting places can be arranged, a public meeting should be scheduled for April 17, the week-end following Memorial, whether it is one of the talks of the old series which may yet be in progress, the circuit servant's public talk or one of the talks of the new series shown above. In circuits where assemblies are scheduled, the companies will, of course, support the circuit assembly that week-end as usual. Further details covering the activity for this week-end following Memorial will appear in the March *Informant*.

With this *Informant* are three sets of outlines for the new talks for each company and one set for each male pioneer. One of the company sets should be kept in the Theocratic ministry school library and the other two be distributed among the brethren who are assigned to prepare the different talks of the series.

We cannot foresee what the total number of public meetings for this service year will be. We can be sure, though, that it will depend upon the activity of each company throughout the world. Make plans now so that your company can contribute to the greatest extent possible toward an even greater public meeting witness in 1949.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	4,557	175.0	50.0	6.5
Gen. Pios.		120.0	32.6	4.5
Co. Pubs.	75,682	13.2	3.4	1.0

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	440	164.8	57.9	7.0
Gen. Pios.	4,619	106.8	31.6	4.3
Co. Pubs.	72,875	11.7	3.3	.4

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,670

Publications Now in Stock

"Be Glad, Ye Nations" —Chinese
"Let God Be True" —Finnish
"The Kingdom Is at Hand"—Finnish
"The Truth Shall Make You Free" —Finnish
Permanent Governor of All Nations —Finnish
The Joy of All the People—Finnish
'The Meek Inherit the Earth' —Finnish
Kingdom Service Song Book —German
"Let God Be True" —Greek
'The Meek Inherit the Earth'—Greek
The Coming World Regeneration —Ilocano

INFORMANT

MARCH, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

Watchtower Campaign Enters Second Half

March Dedicated to Gainful Godliness

Individual Participation Required to Reach Quotas

Godly gain is not a new thing to Jehovah's servants. The report of past activity contained in the 1949 *Yearbook* gives sure affirmation of that fact. It was not through idleness nor selfish works for personal gain that a 27-percent world-wide increase in average number of publishers was brought about, but rather, assisted by Jehovah's spirit, it was effected through the gainful godliness of all the servants of God. Continued progress is the heartfelt desire of each of us, and our efforts will be so directed during March.

Individual Effort Required

The greatest gains can be expected if the entire organization advances as a unit; each publisher in step, presenting the same offer, following up placements conscientiously, starting Bible studies and helping new ones into the field. This individual responsibility and its importance to godly gains is daily brought to our attention by our yeartext, "*I* . . . will yet praise thee more and more." Contentment comes with participation in godly service.—1 Tim. 6: 6.

Now, as the second half of the eleventh *Watchtower* campaign begins, examination of progress individually and in the company is timely. Have you met or surpassed your personal quota of at least one subscription? Continue the good work if you have; search out the faults and seek to improve in the next two months if you have fallen short. Discuss your problems with mature publishers, and endeavor to put into practice suggestions they give and those presented on service meeting programs. Thus you will gain in ability to present the offer and be more likely to surpass your quota.

Back-Calls Assist Toward Quotas

Those upon whom we call back or with whom we already conduct studies will be among the most likely to subscribe, so do not fail to acquaint them with the offer. But this is not our sole purpose in making back-calls. Rather, it is from the back-calls and Bible studies that new publishers most often come, and every company is striving to maintain a 10-percent increase in number of publishers over last year. Now that many subscriptions, books and booklets have been placed during January and February, we have many excellent prospects upon whom to call and start studies. Assist them to learn of the truth and also to see the necessity of sharing in godly service with its gains.

March also begins the second half of the service year. Has your company averaged the 10-percent increase during the first six months? If not, it will be necessary to now exceed this number in order to average a 10-percent increase for the entire service year. Added effort, greater diligence, increased determination, these will be required, but great contentment will accompany the accomplishing of this godly gain.

Let us, individually and unitedly, then, make March a month of gain; gain in individual effort and hours devoted to field service, gain in books and booklets placed and subscriptions obtained, gain in number of back-calls and Bible studies and gain in number of publishers in each company. Our joy as we read future *Yearbook* reports will be enhanced by knowing that our individual effort, though perhaps small compared with the total, contributed its full share to godly gains.

SUBSCRIPTIONS TO DATE
76,222

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	4,557	175.0	50.0	6.5
Gen. Pios.		120.0	32.6	4.5
Co. Pubs.	75,682	13.2	3.4	1.0

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	420	163.0	58.5	7.4
Gen. Pios.	4,435	105.8	33.8	4.7
Co. Pubs.	74,116	12.3	3.6	.5

PUBLIC MEETING CAMPAIGN
Public Meetings Held 4,301

New Booklet Released!

The 32-page, self-covered booklet *The Kingdom Hope of All Mankind* is now released and will be available for distribution in April. So that all may have a full share in bringing to the people the comforting message it contains, companies are urged to order immediately a sufficient quantity to take care of the needs of the publishers and pioneers working with the company.

The Kingdom Hope of All Mankind should be included with every subscription offer during April, and a special effort should be made to get the booklet into every home, even though subscriptions may not be obtained. Every publisher and many persons of good-will will wish to share in placing this appealing message. In harmony with instructions found elsewhere in this *Informant*, make plans now for effective April activity and a grand climax for the 1949 *Watchtower* Campaign!

Counsel on Theocratic Organization for Jehovah's witnesses

New Publication Replaces *Organization Instructions* Effective March 1, 1949

Kingdom publishers will greet with delight the new publication, *Counsel on Theocratic Organization for Jehovah's witnesses*, released with this *Informant*. It comes from the "faithful and wise servant" as a loving provision, purposed to help every consecrated person in the world to truly praise God "more and more" before the final end. Each company publisher who has symbolized his consecration by baptism will receive his copy of *Counsel on Theocratic Organization* through the company servant. The pioneer will be sent his copy direct by the Society. Since the new publication will replace *Organization Instructions* on March 1, 1949, it will be necessary for each publisher to read the booklet immediately in order to apply its counsel in his ministry.

Changes

A number of changes affecting the service have been made. The principal changes are presented briefly in order that all companies and publishers may put them into effect simultaneously as of March 1.

Time and Reports: Time to be reported as field service is time actually spent in preaching the gospel to the public and good-will, from house to house, on back-calls and in home Bible studies, in street work, etc. Time spent traveling to and from one's territory or attending a public meeting is NOT to be counted as field-service time.

Pioneer Quota: The pioneer quota beginning March 1 will be 100 hours per month, or 1200 for a year. The special pioneer quota is 140 hours per month, or 1600 for a year. Special pioneers will no longer use a *card* for reporting field service to the Society. Their field service is to be reported each month on the allowance request form whether an allowance is requested or not.

Back-Call and Bible-Study Work: The back-call servant will be known henceforth as the Bible study servant. The back-call book study is designated "home Bible study". The home Bible study may also be a *Watchtower* study with an interested person, or a regular booklet study. Back-calls made on a person with whom no home Bible study is conducted will *not* be turned in on a "Back-Call Follow-Up Report"; this form has been eliminated. When the publisher conducts a home Bible study, at the end of each month he will turn in to the company the new "Study Report" for that home Bible study. A "Study Record" form is provided so that a record can be kept of the progress of the home Bible study. A copy of this "Study Record" will be kept both by the publisher conducting the home Bible study and by the Bible study servant; the latter will maintain a file of all home Bible studies. The file of the Bible study servant will contain only the names of persons known to be definitely interested in God's Word. A responsibility rests upon the publisher to follow up interest and properly 'feed the sheep' by home Bible studies. The Bible study servant will be alert to help more brethren to share in this vital service. (The new forms should be ordered with other supplies. Study Record (S-2) is 40c per thousand; Study Report (S-3), free.)

Magazine Day: One day a week will be devoted to the distribution of *The Watchtower* and *Awake!* on the streets, from house to house, store to store, and in other ways.

Watchtower Study: The *Watchtower* study conductor will read the questions, while another will read the paragraphs.

City Servant: In large cities where two or more units exist, the "company servant" will hereafter be called "city servant". The term "unit servant" will no longer be used. All "unit servants" will be called "company servants".

Public Meetings: Public meetings may be held every week, where this is deemed advisable. Company book study locations may be used for public meetings, with special attention given to inviting all good-will in that vicinity to attend. Speakers will be selected by the company servant and school servant.

Company Book Study Conductors: The number of conductors should not exceed the number of studies in operation. When additional conductors are needed, recommendation is to be made by the committee or circuit servant, supplying all of the information requested for those recommended as servants, including date of baptism. If a study conductor moves, or for another reason should be removed from his assignment, the Society should be so informed.

Publisher's Record Card File: The number of publishers in the company will be determined by the number of Publisher's Record Cards in the file. An "associated" figure will not be kept. The number of home Bible studies and attendance at those studies will point to the possibilities for increase in number of publishers in the company.

The *Informant* from time to time will enlarge upon portions of *Counsel on Theocratic Organization*, offering added suggestions to aid companies and publishers in performing their ministry effectively.

As all of Jehovah's witnesses throughout the world absorb and apply the counsel presented in this booklet, centering attention on the main work of *preaching the gospel* which Jehovah has given us to do, we can rest confident of increased blessings from on high. Use *Counsel on Theocratic Organization* to Jehovah's praise in the yet remaining time for proclaiming God's kingdom.

"Nations' Hope" Testimony Period

Special Memorial Activity High-lights April

Last Month of Successful 1949 *Watchtower* Campaign

"Showing Belief for Final Salvation" in January touched off a year filled to the brim with "more and more" individual praise. February added momentum to this increased praise by ushering in the "BLAMELESS MINISTRY" Testimony Period. Now March is here, and Jehovah's blameless ministers, showing belief unto final salvation, enjoy "Gainful Godliness" as they plan and keenly anticipate the "Nations' Hope" Testimony Period in April. (Rom. 15:12, *A.S.V.*, marg.) Every evidence points to the possibility of April's being the greatest Theocratic service month on record!

It Can Be Done!

A new peak quota of 87,000 publishers has been set for April 1949. The combined peaks of all companies, pioneers and other publishers in 1948 comprise this quota. To meet it will require the active assistance of every minister in helping all those who served last year, as well as the newly interested, to share in Theocratic ministry in April. Moreover, with concentrated publisher activity in all features of service, new peaks in other features of Kingdom witnessing, such as back-calls and Bible studies, should be realized.

Further, April is the concluding month of the eleventh *Watchtower* campaign. With a smashing month of activity in presenting the offer of a year's subscription for *The Watchtower* and *Awake!* plus the bound book and booklet premium for two dollars, the campaign should be climaxed by all companies' reaching their subscription quotas. Highlighting the final month of this offer will be a new 32-page booklet, *The Kingdom Hope of All Mankind*, released for presentation with the subscription! A special effort should be made to get this new and absorbing booklet into every home. *Watchtower* back-calls will also occupy their rightful place in April's activity.

Adding impetus to this momentous month will be the 1949 public meeting series with eight new, interesting and timely Bible lectures. Each company should arrange to have one public talk each week during April if at all possible. Handbills should be ordered immediately.

Memorial Means "More and More" Praise

On April 12 all companies of Jehovah's witnesses convene to celebrate the Memorial. Properly, some consecrated person, a competent brother of the anointed remnant, if possible, should give a presentation on the meaning of the event, according to the latest material on the subject as presented in the Society's publications. (See *The Watchtower* for details.) Invite all publishers and persons of good-will sufficiently in advance so that provision can be made to attend this important event.

Special Memorial-week Kingdom activity will be carried on by each company. Since the "Easter" holidays may release many workers from their jobs and students from school, group witnessing should be arranged for every day possible during Memorial week. Each publisher should endeavor to take a new one out in the service during the Memorial season.

Plans should now be developed for a well-balanced, practical and *thoroughly prepared* service meeting for Memorial week. By way of suggestion, the meeting might open with a cordial welcome and consideration of the daily text, followed by a lively discussion of *Counsel on Theocratic Organization for Jehovah's witnesses*, either by questions and answers or by an extemporaneous talk. A good demonstration on helping new publishers into the field, and the presentation of the month's offer which will include *The Kingdom Hope of All Mankind*, would be effective. A concluding extemporaneous talk on the privileges and joys of service can be based on the theme of "The Nations' Hope". Service announcements by the chairman and an invitation to continue association with Jehovah's witnesses would bring the meeting to a fitting close.

Sunday morning following the Memorial a 30-minute program will be prepared, including a discussion of the daily text and a demonstration on presenting the offer. Then, to the field! At a convenient hour on Sunday all will again assemble for the public lecture widely advertised during the week, following which will be the weekly *Watchtower* study. Special stress should be made each day of the week, and particularly Saturday, in advertising the Sunday public talk.

Avenues of praising God "more and more" in April are truly abundant. Our April publisher quota of 87,000 can be reached. Onward, then, into the "NATIONS' HOPE" Testimony Period! Make it the biggest yet! Start planning and working for it *now!*

Share in Expansion of Pioneer Ministry

Remember the Goal— 10 Percent of Publishers in Full-Time Service

February saw the graduation of another, the twelfth, class of Gilead specially trained to praise Jehovah "more and more". These ministers are equipped and ready for full-time missionary service in other lands where the Kingdom message is so sorely needed. But from where did the students for this and other classes before it come? And why were they chosen to attend Gilead for this special training? They came from *the pioneer ranks*, and they were chosen because they had determined some two years or more before that they would stay in the pioneer service, and, if it was the Lord's will, qualify for the blessed privilege of being invited to Gilead.

Many Gilead-trained ministers are already in foreign fields and more are ready to go. But they leave behind vacancies that must be filled, and good-will interest in their territories that will require other pioneers to care for. Yet even without these vacancies there is in almost every community throughout the world an ever-increasing need for more full-time laborers to enter the field of harvest.

Goal of 10 Percent Pioneering Continues in 1949

During the service year of 1949 our goal for pioneers continues to be 10 percent of the average number of publishers. Hence, the United States will work toward the goal of 7,295 pioneers, based on the average number of publishers for last year. And what must be our increase to attain that goal? December figures reveal that there were 5,059 pioneers then on the list. That leaves us in need of 2,235 more pioneers by the end of August.

With the coming of spring and warmer weather, many who may have found it necessary for one reason or another to temporarily drop off the list will be coming back into the pioneer work again. They will undoubtedly be joined by hundreds of others, new publishers and old, who have been able to arrange their affairs so as to be pioneers. Can it be done? A shout should rise from the lips and heart of every servant, "*Yes*, it can be done!"

As stated in *Counsel on Theocratic Organization for Jehovah's witnesses*, the requirement for general pioneers is now 100 hours a month. Undoubtedly many more company publishers can now obtain territory near their homes and reduce their secular work to the extent that they will be able to average approximately 3½ hours a day in actual Kingdom service as pioneers. Of course, this will require personal planning, but by unselfishly showing greater love for the New World and devoting less time and energy to the old world the pioneer service may become for you an actual joyful service, *now*.

You may be sure that the blessings Jehovah has promised to those who take this step of faith and obedience will be showered abundantly upon you. Why not, then, earnestly consider these questions: Is it possible for me to enter the pioneer service *now?* If not, could I, by diligently planning my affairs, be in that joyful service by Memorial? We hope that your answer will be a request for a pioneer application blank.

The 1949 Public Meeting Campaign

Each One to Do His Part

With the new series of talks the public meeting campaign takes another forward step. Timely, appealing, to the point, and covering a wide variety of subjects, the titles will do much to arouse interest in the Kingdom message. All of the talks serve an urgent need in offering Bible truth on varied subjects to those who are in the dark as to God's purposes. (See the February *Informant* as to the time for starting the new series.)

However, for these talks to fully accomplish their purpose each one in the company should do his part. First of all, the speaker should be filled with the spirit of the talk, have the arguments clearly in mind, lined up coherently and well supported by Scriptures. Press clippings will help in some of the talks, but these should not overshadow the more important, the Scriptural and logical aspects. The material should be presented so simply that a stranger hearing the truth for the first time will be able to understand.

The chairman also should be properly prepared. His introductory remarks should be very brief; a word of welcome, sponsor of talk, name of subject and of speaker is usually all that is required. Among his brief closing announcements should be the following: that ministers of Jehovah's witnesses present, and particularly the speaker, will be glad to answer any questions; offer of free booklet; the current literature offer; name of next week's talk (if any), and time and place of the *Watchtower* study and service meeting, with invitation to attend these. Attendants may be informed of the free home Bible study provision for those who wish to privately learn more of God's Word.

Each publisher in the company should see to it that he does his part in helping to thoroughly advertise the meeting as well as arrange to bring good-will interest to it. Also, brethren should be alert to welcome the strangers by conversing with and helping them before and after the meeting. For every public meeting ushers should be appointed to welcome the strangers and direct them to their seats.

Many companies are expanding their public meetings by arranging a series at the various company book study locations, covering just the territory held by the book study and supported only by the publishers assigned to the particular book study. Has your company tried this? Plan now also to hold public meetings in parks and other outdoor places and thus further expand your public meeting activity.

The public lectures are a most valuable way to present the truth convincingly and effectively. Let each one do his part thoroughly, to the best of his ability, so that the greatest possible good may result from our united efforts. Make the 1949 series the most interesting, the best advertised and the best attended public talks to date!

Circuit Servant Schedule for Memorial Week

In order not to interfere with the observance of Memorial on Tuesday evening, April 12, circuit servants will readjust their weekly schedules in the companies they are then serving. On Tuesday they will work from house to house, call on persons of good-will to invite them to the Memorial celebration, and check the company records. Detailed announcement concerning his week's activity will be given following the Memorial celebration.

The meeting with the servants and the talk to the company can be held Wednesday evening. If this meeting with the company works a hardship, in some instances it may have to be omitted. The service meeting should follow the pattern set out in this *Informant*, reserving time for the circuit servant as noted in the letter of notification which he sent.

Publications Now in Stock

"Let God Be True" —Danish
"The Kingdom Is at Hand"—Danish
"The Truth Shall Make You Free" —Danish
"Be Glad, Ye Nations" —Danish
'The Meek Inherit the Earth' —Danish
One World, One Government —Danish
The Kingdom Hope of All Mankind —English [Symbol *ko*]
"The Kingdom of God Is Nigh" —Hollandish
The "Commander to the Peoples" —Ilocano

Czech (Bohemian) *Watchtower* Discontinued

This magazine was published in Czechoslovakia. Publication has been discontinued. Do not, however, confuse this with the Slovakian edition which is published at Brooklyn and which is still available.

INFORMANT

APRIL, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

"Nations' Hope" Testimony Period

April Activity Climaxes 11th Annual Subscription Campaign

Our Goal: 87,000 Publishers

Darker and darker becomes the outlook for the citizens of this old world as they see one effort after another on the part of the only hope they know of, the United Nations, end in failure. But what else can they expect? for "many failures added together do not sum up success".

How foolish to put one's hope in that which is certain to fail! Only an exceedingly small number are wise. They place their trust, not in the doomed creation of dying men, but in the "Nations' Hope" provided by the Almighty God himself. That hope is Christ the King, of whom Romans 15: 12 (*A.S.V.*, margin) declares: "On him shall the nations hope." That hope will never disappoint those who put their trust in him, but will bring them peace, prosperity and life.

Reaching the Goal of Publishers

But how can men 'set their hope on him of whom they have not heard'? The obligation rests upon *everyone* already informed regarding that hope to make him known to others. If that were done it would mean that the 87,000 publishers who have had some part in the field service during the past year would all be active during the month of April. This in itself would realize our goal. And that quota would be far surpassed as hundreds, yes, thousands of informed "Bible students" join the ranks of the "Nations' Hope" proclaimers. Clearly we can reach a new peak in April.

Why such an emphasis on new peaks? some may ask. Not for pecuniary gain, neither to boast in numbers. No, but because the Scriptures foretold that Zion would have to lengthen her ropes and strengthen her stakes; that one would become a thousand, and a little one a strong nation. God, having promised, will do his part in fulfilling those promises, and we delight to see progress toward their complete fulfillment.

Climaxing the "Watchtower" Campaign

What a fitting offer to present during the "NATIONS' HOPE" Testimony Period: *The Watchtower*, "Announcing Jehovah's Kingdom," *Awake!* high-lighting the significant signs of the times, a bound book filled with hope-building Bible instruction, and the new booklet *The Kingdom Hope of All Mankind*, all on a contribution of two dollars! Where they do not respond to that remarkable offer, or the reduced offer of the *Watchtower* subscription or of the bound book, make a special effort to leave at least a copy of the new booklet. Another way to spread the good news contained in this new booklet is to furnish those with whom we have home Bible studies with a supply to place with friends.

To make April an outstanding month we must get started at the very beginning. This is the last month of the *Watchtower* Campaign; so let us put forth every effort to make it the best. Have you met your quota? Then see by how much you can exceed it. Are you still short? Then, beseeching Jehovah's blessing on your efforts, strive diligently to attain it. Accompanying successful publishers into the field will afford practical assistance in obtaining subscriptions. Be subscription-conscious in your back-call and street activity. Doing your best you can confidently expect to attain your quota by the end of the month.

More Back-Calls and Studies

Not only should April see an all-time peak in publishers, but by putting forth diligent efforts we should also be able to reach all-time peaks in back-calls and home Bible studies. So, make back-calls on subscribers, on obtainers of bound books, wherever interest has been found, as well as on those whose expiration slips have been sent to you. Assist these to become informed regarding the nations' hope so that they in turn can aid others to put their trust in Him.

With the start of the new series of public talks, April should also see increased public meeting activity. It is suggested that each company set as its goal at least one public meeting every week during April. If your company is too small to do this by itself, perhaps speakers can be obtained from some near-by company. In all events, endeavor to arrange for a public meeting for Sunday April 17. Yes, also publicly proclaim the nations' hope.

Memorial Week

By getting off to a good start in all these various avenues of service Memorial week should see the greatest field service activity to date; also the largest attendance at Memorial. Last year the attendance was 117,113. What will it be this year? In both January and February this year we had over 12,000 more publishers than in the corresponding months last year. By how many more than 12,000 can we exceed last year's Memorial attendance? That will largely depend upon how thoroughly we advertise it, at our public meetings, in our house-to-house activity and in our back-call work. (For further details regarding Memorial week activity see March *Informant*.)

As a night of ever-increasing darkness settles over the world, let us with 'yet more and more' diligence point lovers of righteousness to the nations' hope. Let each one of us make April a month full of zealous, joyful activity to that end.

Your Vacation Pioneer Application Awaits You

"I . . . will yet praise thee *more* and *more*" will be the joyful acclamation of all youthful ministers of God who enroll as vacation pioneers in 1949. The call for vacation pioneers again goes forth, and it is believed that 1949 can be the biggest year yet in this feature of service as we endeavor to exceed our 1948 peak of 797 vacation pioneers. The requirement of 100 hours a month, an average of less than 3½ hours a day, can surely be attained with ease by consecrated Christians who have the summer months free for full-time Kingdom service. For many, vacation pioneering will be a new, refreshing experience; for those who have served in previous years it will be a joyous renewing of the grand privilege of daily praise to God. There could be no more profitable way of using your vacation period than in the service to which your life is primarily devoted.

Summer pioneers are encouraged to set for themselves a quota of at least two months' vacation pioneer service. Perhaps you can arrange to work with some fellow vacation pioneer or a general pioneer, and, as partners, encourage and help each other in Kingdom service.

By diligently and zealously applying yourself to 'remembering your Creator in the days of your youth' in vacation pioneer service, you will experience many blessings. Moreover, you will grow in spiritual maturity and understanding, realize more fully the responsibility that is yours as God's minister and become equipped for a further expanding of your ministry in the future. As God's minister you will be anxious to deport yourself properly at all times, take your service seriously and "stick to your work".

Carefully consider this important matter. Discuss it with your parents and those who are pioneers. If you feel you can meet the requirements during the summer months, write for your application. The Society will count it a blessed privilege to enroll *you* as a vacation pioneer in 1949.

Publication Now in Stock

"Let God Be True" —Italian

SUBSCRIPTIONS TO DATE
135,968

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. H.B.St.
Sp'l Pios.	4,557	175.0	50.0	6.5
Gen. Pios.		120.0	32.6	4.5
Co. Pubs.	75,682	13.2	3.4	1.0

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. H.B.St.
Sp'l Pios	401	158.4	56.9	7.7
Gen. Pios.	4,740	101.6	30.8	4.5
Co. Pubs.	74,934	12.1	3.4	.5

PUBLIC MEETING CAMPAIGN
Public Meetings Held 4,007

The Memorial Report

A Memorial report card is being sent to each company with this *Informant*. This card should be filled out and returned to the Society immediately after the public meeting following the Memorial. Each company will please fill in and return this card even though it may not have had a public meeting. Isolated pioneers who are unable to meet with a near-by company should hold their own Memorial service and then report on a postal card the following: Total attendance at Memorial; Total partakers of emblems; Total attendance at public meeting on Sunday following Memorial.

Field Service at Assemblies

Henceforth it will not be necessary for publishers to report their field service time at circuit and district assemblies. A complete report of activity at these assemblies should be kept by each publisher and turned in when you return to your home company. Field service will, of course, continue to be an important feature at all assemblies, for thereby many persons of goodwill learn of the way to life.

Study Record File

In establishing the Study Record file, the Bible study servant should make out a Study Record for each person with whom a Bible study is being conducted. The necessary data for these studies can be transferred to Study Record slips from the Permanent Back-Call Record slips. Then the old back-call forms can be discarded.

Slips in the file for persons with whom no study is being conducted will not be placed in the Study Record file. An effort may be put forth to call upon these, particularly the more recent ones, by publishers holding the territory, in group witnessing, etc. Where there is sufficient interest to make regular back-calls, the publisher should retain the name and follow up. If a study is started, the publisher will then turn in a Study Report and from this a Study Record will be made out. Where there is no interest, the slip should be discarded.

If there are many old slips in the file, it can be decided locally whether to spend much time trying to locate all of these people or whether to discard the slips and use the time to diligently follow up current new interest with an earnest effort to start Bible studies.

Expanding Your Ministry

Three-Book Offer to Be Featured

Publishers to Take Increased Interest in Local Expansion

Jehovah's kingdom under Christ Jesus is ever expanding. Established in heaven immovably, it is destined to shortly extend its rule to the ends of the earth. The prophetic words ring true, "Of the increase... there shall be no end." Jehovah's servants are keenly interested in this expansion; and rightly so, since they are directly connected with the expansion of true worship in this famished earth. Since first the glorious light from God's Word began to penetrate our hearts, the desire has been to praise Jehovah "more and more" by increasing our privileges of serving him. The admonition of the apostle Paul becomes expedient, "Attend to these duties, let them absorb you, so that all men may note your progress."—1 Tim. 4:15, *Moffatt*.

Expansion by Regular Praise

In May, therefore, we will continue to expand our ministry of praise by now turning to the placement of three bound books with the 32-page booklet *The Kingdom Hope of All Mankind*, on the contribution of $1.00. A review of the high points of each book used, both individually and in service meetings, will be helpful in placing the offer with the public. Not only will we place these publications with all who show interest in Jehovah's kingdom, but we will be prompt in calling back, that we may quicken their interest and begin home Bible studies. Here in the quiet of their home, as the Bible and textbooks thereon are diligently studied, education for life begins. It is here also that the potential exists for expanding Jehovah's praise in the earth. Understanding brings with it the comprehension of one's obligation before the Lord, and as this is perceived by those of goodwill it will be the privilege of mature ministers to aid them in taking this forward step into the service of praise. Those newly interested ones who began to publish in April should be encouraged and aided to continue in Kingdom service.

Expansion into rural areas may be undertaken during this season, affording right-hearted persons in all sections of your territory an opportunity to obtain the book offer and receive education in truth. Consider the suggestions in paragraph 18 of *Counsel on Theocratic Organization for Jehovah's witnesses*. Plans for the public meetings to reach into the rurals should also be underway.

Each Publisher to Take Personal Interest In Local Expansion

The expansion of godly praise in our communities makes the heart glad. We know that this is made possible by effective planning on the part of each publisher in co-operation with company arrangements. Attending meetings to receive instruction and spiritual food equips the minister to give a better testimony for the Kingdom. Participation in various features of the work adds variety to Kingdom service and means that our local ministry is being expanded on every front, to Jehovah's praise. Taking advantage during May of opportunities to expand into the pioneer field will enrich the daily life of many ministers, and contribute toward local expansion, as the company nears its goal of 10 percent. The key to increased expansion of praise is to become completely absorbed in Kingdom activity while working unitedly with fellow ministers.

May, then, presents the opportunity for all interested in Kingdom expansion to engage in field service. Let your light so shine that men may "note your progress" in true worship and may join with you in singing Jehovah's praises.

Literature Credit Request Form

The Literature Credit Request form has been revised. Order the new form with your next company order. After your supply is received the old form should no longer be used.

The "original" and "duplicate" are now attached by a perforation so that they can be folded with a carbon paper between them for filling out. When literature is obtained by pioneers, the totals will be entered at the end of the month on both the original and duplicate as in the past and the names of the pioneers will be listed on the back of the original. The original will be separated at the perforation and sent to the Society, and the duplicate will be retained by the company.

The Society will not issue a credit memo to cover the adjustment requested with the new form. The credit will be acknowledged on the monthly statement the same as your remittances are acknowledged. This credit will be identified on the statement by the date and the symbol "PC" as well as by the number which you fill in at the upper right-hand corner of the form. Start numbering with 1 and continue to number consecutively each time another one is sent in, for the entire year. Then start with 1 again.

When you receive your statement, the amount credited should be checked against the duplicate. This amount will then be entered and circled in the debit column of the literature account.

Prepare for Public Meetings Now

Now, before summer is upon us, is the best time to prepare for outdoor public meetings. By planning what parks you would like to use and when, application can be made in ample time to obtain the desired dates. Many park officials may not know yet of our legal right to use the parks. To wait until midsummer before making the necessary arrangements may mean that your company will not have opportunity to use this excellent means of spreading the Kingdom message, due to delay in reaching an understanding with these officials.

Applications should be properly made and should include request for the use of stands, chairs, etc., where these are available.

Where parks are not available, as in some city neighborhoods or rural areas, careful plans should be made to carry on the public witness using school auditoriums.

Brethren who desire aid in properly applying for the use of parks or schools may obtain a letter of instruction and pertinent legal decisions by writing a request to the Society's legal department.

1949 District Assemblies Promise Blessings

Plan Now to Attend

Enthusiasm throughout the land ran high when the Society's president announced that there would be two assemblies in each district in the United States in 1949. With pleasant memories of the 1948 assemblies still fresh in mind, each of us resolved, Jehovah willing, to be present at one of the spiritual feasts promised.

Two assemblies are being arranged for each district. The cities and dates for those definitely established are listed below:

District No. 1

Springfield, Mass., July 1-4,
Coliseum, Eastern States Exposition Grounds.

Baltimore, Md., August 26-28,
Fifth Regiment Armory (Replacing the assembly previously purposed for Pittsburgh, Pa.).

District No. 2

Birmingham, Ala., June 10-12,
Alabama State Fairgrounds.

Raleigh, N.C., June 24-26,
Raleigh Memorial Auditorium.

District No. 3

Detroit, Mich., July 1-4,
Coliseum, Michigan State Fairgrounds.

Indianapolis, Ind., July 8-10,
Manufacturers Building, Indiana State Fairgrounds.

District No. 4

Forth Worth, Texas, May 27-30,
La Grave Field.

Little Rock, Ark., June 3-5,
Robinson Memorial Auditorium.

District No. 5

Sioux Falls, S. Dak., July 22-24,
Coliseum.

(Another assembly is being arranged for this district for July 15-17.)

District No. 6

Sacramento, Calif., June 10-12,
State Fairgrounds.

Portland, Oreg., July 1-4,
Public Auditorium.

District No. 7 (Colored)

Jacksonville, Fla., May 27-30,
Wilder Community Center.

New Orleans, La., June 3-5,
San Jacinto Club.

About two months in advance of the assembly in your portion of the district the Society will notify the companies of the rooming committee's address and furnish other instructions. You are encouraged to attend this assembly, but if this is not possible you may go to the one that is most convenient.

At five of the assemblies Monday will be a holiday; so a four-day program has been arranged. The other assemblies are for three days. In all cases the scheduled days will be packed with instruction and activity. Everyone should endeavor to be present for the opening meeting of the first day, Friday at 9:30 a.m.

Servants can do much to assist the brethren and persons of good-will to attend by helping to arrange car groups, special transportation where the number attending warrants it, and by keeping the assemblies before the brethren in service meetings. They should also carefully instruct the brethren to properly fill out Room Request Forms and assist in sending them in promptly.

Pioneer Assistance

All pioneers should attend a district assembly if at all possible. To assist those who are on the list as of April 1, 1949, the Society will furnish a meal ticket which will be good at any one convention city. The Society is glad to be able to thus assist pioneers to attend a district assembly, but replacement tickets cannot be issued for any that might be lost. If your ticket does not come with your May *Informant* and you were a pioneer on or before April 1, notify the Society *immediately*. Pioneers should not go to the assembly city ahead of time unless they are called for pre-convention work.

Assembly Counsel

Since the dates for the first of the district assemblies are now quite close, a few points of counsel are appropriate. One of these concerns rooming accommodations. If you want the rooming committee to obtain rooms for you, send in your request; and if you make a request, accept the rooms and stay where you are assigned. An opportunity is afforded to do much good at these homes by proper conduct and by witnessing to these kind people. But to fail to go to assigned accommodations can and does do much harm. Much trouble and expense is often undergone to ready rooms for us. Failure to come, or to notify them in case of emergency, understandably arouses their ill will. This should not happen, although, we regret to say, it has happened in the past. Remember: If you write for rooms, ACCEPT AND OCCUPY THEM. If you wish to obtain your own accommodations at the convention city, *do not send in a Room Request Form*.

Another point concerns travel. When going to and from the assembly use care and courtesy. Reckless driving or thoughtless pushing in train or bus stations should not be associated with Christians assembling to worship God. Be thoughtful and patient at all times.

At the assembly itself show respect to others as well as the speaker by paying close heed to everything said and refraining from conversing or walking about during sessions. As many as can will want to volunteer for service so that this essential burden will not be carried by only a few.

The district assemblies will play a large part in praising Jehovah more and more in 1949. Let each of us, then, make the most of the district assembly arrangement. Come prepared to attend each session, bring literature and other equipment for witnessing, and if at all possible bring someone of good-will with you.

Selective Service Regulations

Those subject to the Selective Service Act of 1948 who want a copy of the Selective Service Regulations (instructions for draft boards) for their own personal use may obtain them by ordering the set from the Superintendent of Documents, Government Printing Office, Washington, D.C. The subscription rate is $3 per year.

A company or unit that desires to order the regulations for reference use by all the brethren may do so and keep them on file in the Theocratic ministry library.

Order Study Forms Sparingly

In ordering the new Study Record and Study Report forms, companies are asked to base the number ordered on actual needs, keeping in mind that for each study conducted only two Study Record forms will be required, one for file and one for the publisher; and the Study Report will be used only once each month for each study. The Society is cutting orders for these forms when the orders appear too large.

INFORMANT

MAY, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

Expanding Your Ministry

3-Bound-Book Offer to Be Presented

Outdoor and Rural Public Meetings Increase

With a deep appreciation for the glorious light of the gospel and for the inestimable privilege that is ours in being Jehovah's witnesses at this world's end, each and every minister should seek to expand his ministry by now 'praising more and more'. The Lord through his organization assists *you* to increasingly serve him as his minister through ample provision for this individual expansion. Just consider:

Spiritual food so necessary for strong Theocratic growth is made available in *The Watchtower*. *Awake!* keeps ministers abreast of the times, provides material useful in Kingdom service. The *Informant* gives practical counsel on ways and means of advancing praise and expanding your ministry. Weekly company meetings and other assemblies are arranged for enlarging your Theocratic education. Circuit servants visit all companies and assist in increasing local field activity. Now, to further expansion through orderly and unified action, efficient, comprehensive *Counsel on Theocratic Organization for Jehovah's witnesses* is provided. And the Lord through his Word establishes the various features of public praising.

As God's minister, you have these varied provisions available for your use. Therefore, "attend to these duties, let them absorb you, so that all men may note your progress." (1 Tim. 4: 15, *Moffatt*) By all means *expand* your ministry!

The Offer

Kingdom publishers will 'let men note their progress' in May through an extensive bound-book campaign. The offer will be the three latest bound books and the new booklet *The Kingdom Hope of All Mankind*, on a $1.00 contribution. Instructive demonstrations should be arranged to "put you always in remembrance" of the various ways to present the offer. When offering the literature, be alert to any situation. And remember: An engaging smile and a pleasant introduction oftentimes gain a hearing ear. Reflect genuine interest in the one to whom you are ministering. Display patience when confronted with an "I'm busy" or "I'm not interested". Tactfully refute such objections and proceed to "put your message attractively, yet pointedly" with an enthusiastic and convincing delivery.

Are you talking about *"The Truth Shall Make You Free"?* Then highlight such features as the explanation of the Biblical account of creation; where we are in the stream of time or how the Bible was produced. Truly the Bible truths contained in this volume break the fetters of worldly ignorance and open wide the only way to real freedom.

Or are you discussing *"The Kingdom Is at Hand"?* Reference can be made to the current conflict for survival between man-made systems, showing that the only lasting government is God's kingdom, which offers the remedy for all human ills. This book gives a detailed account of that kingdom.

As for *"Let God Be True"*, call attention to the truths regarding man. What is a soul? Who made the Devil, and why does God not destroy him? Why are so many prayers unanswered? And what is the truth about Jehovah's witnesses? This Bible textbook brushes aside the plague of worldly propaganda in favor of Godly truth and the path to life-giving knowledge is made bright. All publishers are encouraged to try these and similar suggestions in field activity and realize their practical value in gospel presentation.

Of course, with the placement of literature the minister assumes the obligation and privilege of keeping a personal record of placements and then cultivating the interest by making back-calls. Home Bible studies continue to be sought after by each minister.

Public Meeting Progress

The possibilities of expanding your ministry through the public meeting activity are great when viewed in the light of public meeting attendance at recent circuit assemblies throughout the country. Just study these figures showing Saturday evening attendance compared with public meeting attendance: 1,101 - 2,551; 840 - 1,914; 633 - 1,638; 593 - 1,004; 191 - 418. Does not the public's attendance at these meetings reveal the prospects for expansion in the United States? Every company and publisher should lend support to developing this interest.

In addition to arranging for public meetings at Kingdom Halls, at the company book studies, public halls and schools, *outdoor* meetings can now be planned. Private yards, vacant lots, ball fields and public parks are a few of the locations that can be used.

Rural public meeting work will afford many companies the opportunity to expand their ministry into their rural territory. Many persons living in these rural communities cannot take time to travel to the towns or cities to attend public meetings, because of chores and other responsibilities, but can attend a near-by meeting in a schoolhouse, community hall or a neighbor's yard.

Surely, then, progress in May will be noted by all men if you as a Kingdom publisher "attend to these duties, let them absorb you", thus expanding your ministry.

Increase Your Praise as a Pioneer

Upon surveying the works of men, wise King Solomon was inspired to conclude that all things done by men are but vanity, the single exception being the service one renders to Jehovah. Having the riches of a king, a dominion, the conveniences of life and all that the world of that day could offer served only to convince him further that proper service to Jehovah was the only work of lasting benefit to men.

As we approach the time when Jehovah will completely destroy the works of vanity and wickedness, consecrated servants understand with greater appreciation the import of King Solomon's conclusion. Following the example set by the Greater than Solomon, Christ Jesus, they shun the temptations to further entangle themselves with the things of this world, which serve to weight them down and hinder them in giving proper service to the Most High.

Desiring to sing Jehovah's praises "more and more" and to take advantage of every opportunity to expand their ministry, many publishers are joining the ranks of the full-time ministers. But the call still goes out for more, for truly the harvest is great. The need for pioneers is great the world over and daily requests are made by companies for pioneer assistance. In fact, all companies could very effectively use the services of more pioneers in caring for the Kingdom interests assigned them. In addition to this, much isolated territory is in need of pioneer attention. At present there are in the United States more than 1,400 cities with a population of 4,000 or more without a local company organization to properly take care of the Kingdom interests.

Can You Start Now?

Since the need is so great and so many good-will persons desire to know the truth, the possibility of becoming a pioneer is again presented before all servants with the hope that at least 10 percent of the publishers will become pioneers. By exercising strong determination and putting complete trust in Jehovah, would it not be possible for you to begin pioneering now? or, if not immediately, within a short time?

Approach with confidence all the problems that the Devil puts forth to discourage you, knowing that Jehovah will bless your efforts as you keep working toward the pioneer goal. Thousands who are pioneering testify in "questionnaires" recently sent them that, though confronted at the start and still faced with problems of one sort or another, the power of Jehovah has been marvelously manifested in their behalf day after day. And the Lord will continue to shower down his blessings upon these and new pioneers as they keep singing his praises.

The Lord has promised you that the necessities to continue in Kingdom service will be provided. By making wise use of these provisions and by planning your affairs to *stay* in pioneer service, undue concern need not be given to your means of livelihood. At times you may be tested in this regard; but treat it as another test of your integrity and exercise greater faith in Jehovah. Do not fear that he will forsake you in time of need.

Those desiring to enter vacation pioneer service are encouraged to send early and request *vacation pioneer application* blanks in order that they may begin serving their Creator full-time promptly after school closes. Ministers, young and old, join now in singing Jehovah's praises in the full-time pioneer service!

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	7,295	140.0	50.0	6.5
Pioneers		100.0	32.6	4.5
Co. Pubs.		13.2	3.4	1.0
Tot. Pubs.	80,239			

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	397	142.4	61.6	8.2
Pioneers	4,939	91.7	32.2	4.6
Co. Pubs.	77,304	10.0	3.5	.5
Tot. Pubs.	82,640			

PUBLIC MEETING CAMPAIGN

Public Meetings Held 4,195

New Cost List

With this *Informant* the Society is sending the new Cost List; one for each pioneer and two for each company.

It is important that the company servant and stock servant carefully study the instructions on how to order which appear in the first few pages of the booklet. If pioneers order direct from the Society they should also follow these instructions.

Watchtower and *Awake!* Bound Volumes

Many companies have inquired whether they could obtain bound volumes of *The Watchtower* and *Awake!* For the benefit of companies that would like to have such volumes for their libraries, copies of *The Watchtower* and *Awake!* for 1947 and 1948 have been bound, each magazine in a separate volume for each year.

Companies desiring copies should order immediately, specifying the magazine and year wanted. Remittance of $2.00 per volume should accompany the order.

Only a limited number of these volumes have been bound. When the supply of 1947 and 1948 *Watchtower* and *Awake!* volumes is exhausted, the remaining orders will be put down for 1949 issues. It will be appreciated if any company or publisher desiring 1949 issues will likewise order immediately, remitting $2.00 per volume, so that the Society can better determine the number of copies to save for binding.

"Contending for the Faith" Testimony Period

June to Be a Back-Call Month

Three-Bound-Book Offer Continued

In view of the evil times now prevailing, how imperative it is that everyone who has the faith of God's kingdom be found earnestly, courageously and unceasingly 'contending for that faith'! How can this be done? By taking the offensive and pushing the advance of true worship! During June, the "CONTENDING FOR THE FAITH" Testimony Period, we will use as aggressive instruments the three latest bound books together with the booklet *The Kingdom Hope of All Mankind*, on a contribution of one dollar.—Jude 3.

Contending at the Doors

The first place for using these weapons is at the doors of the people. With some this may mean first contending with themselves and overcoming a tendency to fear man or to love ease. Arriving at the doors of the people we must use the instruments effectively. That requires tactfulness, that sensitive mental discernment that will enable us to present the message attractively. Call attention to the truths that you think will especially appeal to the one to whom you are speaking. Point out the value of the scripture and subject indexes and tell them of your willingness to aid them to understand these books.

As you go from door to door seek to apply the lessons recently studied in the Theocratic ministry school on "Oral Emphasis", "Modulation," "Confidence and Poise," and, above all, put your heart into your presentation. Remember, that is the most effective manner of speaking.

June a Back-Call Month

Contending for the faith is not limited to the door. God's ministers must also contend for the faith inside the homes of the people by means of back-calls and Bible studies. Hence the Society is designating June as a "back-call month".

Make back-calls on recent magazine subscribers, on former subscribers for whom you have received expiration slips from the Society, and on obtainers of books and booklets. Call back promptly and keep the initial interest created warm and alive.

In calling back we should be as well prepared and as resourceful as we are in our house-to-house activity. Instead of merely asking if they have read the literature or have any questions, engage in friendly conversation, suggest questions and endeavor to ascertain just where their interest lies, if you do not know this from previous contact. Then stimulate that interest by showing how the literature answers these questions. If the one with whom the literature was placed is not at home and someone else is, then witness to him. By being alert to make use of all opportunities to make back-calls, surely each company publisher can reach the company quota of back-calls and many will exceed it.

Our goal in making back-calls is, of course, the conducting of a home Bible study. One pioneer recently wrote that she had started a number of home Bible studies without placing a single book. It happened that the interested ones had previously obtained literature from others and gladly consented to a Bible study when the pioneer called. Take full advantage of your opportunities! Home Bible studies can be started if we will put forth diligent efforts.

During June let each one who has the faith of God's kingdom contend earnestly for that faith at the doors, in the homes and on the streets. Fight shoulder to shoulder with your brethren and aid others to join the ranks of courageous contenders for the faith.

Actual-Count Inventory

In harmony with *Counsel on Theocratic Organization* all companies take an actual-count inventory on March 1 and on September 1. Only the September 1 inventory, at the beginning of the service year, is reported to the Society, however. Forms will be sent for this purpose at that time.

Gifts and Wills

From time to time brethren who own property and who have much or little of this world's goods have inquired of the Society as to how they can see to it that their property is disposed of according to their wishes when they die.

The Society's legal counsel has prepared a *Memorandum on Gifts and Wills* which will be of great aid to any individual who wants to see to it that someone else will not dictate what shall be done with his possessions after his death.

This notice is not a solicitation of funds on the part of the Society, but rather a notice to the brethren that the Society will be glad to have its legal counsel advise you as to how to make proper provision so that your wishes will be carried out.

If you write the Society concerning gifts and wills, state your problem fully and the Society's legal counsel will give whatever additional advice is necessary along with a copy of the *Memorandum*.

1949 District Assemblies

The first of the 1949 district assemblies will be held in May, with others following in quick succession. All assembly cities appear by district in the April *Informant* except for one in District 5, which will be in Lincoln, Nebraska, July 15-17.

Will You Be There?

Make plans now to attend your assembly, and share in its blessings. The public talk will be "It Is Later than You Think!" This timely discourse will prove a blessing to you and to all those of good-will who hear it. Take full advantage of the opportunity to minister to the people of the convention city by going supplied with literature and witnessing equipment. And before you go it will be well to read again the article on district assemblies in the April *Informant*. Assembly time is here! Jehovah's witnesses throughout the United States will be joyfully gathering together. Will you be among them?

Student Talks

School servants and circuit servants should note that student talks are from the current issue, not from the magazines of a year ago. If the issue is not yet available at the time assignments are made, the talks can be designated on the circuit assembly program as "Selection from *The Watchtower*" or "Selection from *Awake!*"

"Magazine Day"

Expand *Watchtower* and *Awake!* Distribution

"In one day the company placed more magazines than in the entire previous month!" So declares a circuit servant report, commenting on the results of the company's first "Magazine Day". Undoubtedly as "Magazine Day" becomes an established feature of every company, *The Watchtower* and *Awake!* will be read by more and more persons. The expanded distribution will bring Jehovah's kingdom more prominently into public view, and help increased numbers of the reading public to find hope and life.

Setting aside one day for magazine work does not cancel out distribution of magazines at other times when convenient. On the company's magazine day, however, a concerted effort will be put forth by the entire company, including pioneers, to get *The Watchtower* and *Awake!* into the hands of the people, from house to house, store to store, and on the streets. Public meeting advertising will be carried on in conjunction with magazine work.

Presenting the Magazines

A brief magazine witness to a householder or storekeeper will usually be best. For example, after introducing himself, the publisher might say: "Today the Bible is being pushed more and more into the background. Actually, however, it is more important to know its contents than ever before. *The Watchtower* turns its readers to the Bible, where they can find comfort and hope. The leading article in this latest issue is ..... I will be very happy to leave this copy with you; it is five cents." Or, if *Awake!* is featured: "This magazine is devoted to the spreading of truth. It will help you to be informed about what is taking place in the world. Its articles are factual, and varied, as you will notice by glancing at the titles. *Awake!* is not political, commercial, or religious. You may have this latest issue for five cents." A number of short, arousing presentations can be developed. Coverage of more territory and placement of more magazines will assuredly result. Try to build a magazine route, with the same householders or storekeepers obtaining magazines regularly.

On the streets, ministers ought to be alert to witness and distribute magazines at every opportunity. Call out slogans in an enthusiastic, yet conversational and Theocratic way. Many have increased placements by approaching people standing about. In a quiet, poised manner inquire, "Have you read *The Watchtower* or *Awake!*?" Whether "yes" or "no" is the reply, a brief magazine testimony can follow, and a favorable response will often result. Cleanliness, a dignified, pleasant appearance, and confidence, on the part of each publisher will add to the effectiveness of magazine day.

Quota

It is suggested that each company establish a quota of at least five magazines per publisher per week. This does not mean that each one will be expected to take five copies of each issue. The company will order according to its needs, so that magazines will not accumulate. But publishers can be encouraged and helped to improve their magazine service, so as to reach or exceed this quota.

Favorable reports from companies nation-wide point to the Lord's blessing upon magazine-day service. If your company has not yet set aside a magazine day, it is suggested that you do so immediately. Service meeting discussions, with suitable demonstrations, will be helpful. The circuit servant will assist you, also. Make magazine day work to Jehovah's praise and the benefit of good-will in your territory by wholehearted publisher support.

Handbill Order Blank

A new handbill order blank has been provided, supplies of which are now being included with each order of handbills. When your supply is received you should discard the old blanks and use the new ones henceforth.

As many as five talks can be ordered on one of the new blanks, provided there is no change in hall address or quantity. If you do not want the same number of handbills for all of the talks, or if the hall address is different in some cases, it will be necessary to use a separate order blank for each change.

Handbills for foreign-language talks, like those in English, should always be ordered by the company and the order be checked and signed by both the company servant and the assistant company servant. It should be kept in mind that a complete translation of the entire front of the handbill must be furnished for foreign-language handbills. Since there is no space for this on the order blank itself, please fill the order blank out in English and attach to it a separate sheet with the proper translation. It will be helpful if you will note the language in the upper right-hand corner of the order blank if the handbills are for a language other than English.

The Society appreciates the cooperation of the brethren in ordering handbills sufficiently in advance to avoid the necessity of rush handling of their orders. This is best assured if the orders are received by the Society a month before you require them.

Publications Now in Stock

"Let God Be True"—Afrikaans
"The Kingdom of God Is Nigh"—Burmese
Refugees—Chishona
Hope—Hollandish
The Joy of All the People—Kanarese
The Joy of All the People—Polish
The Joy of All the People—Turkish

Deeds for Kingdom Halls

All companies or units that are not incorporated and that own their own halls should inspect the deeds to their property to ascertain whether or not the hall was deeded to the company or unit or to trustees for the company or unit.

If the name of an unincorporated company or unit was used in the deed without specifying the name or names of individuals as trustees, the title is defective and correction deeds should be made.

Any unincorporated company that owns a Kingdom Hall the title to which is not held by trustees should communicate with the legal department about the matter. Enclose with the letter a copy of the deed to the property on which the Kingdom Hall is located.

SUBSCRIPTIONS TO DATE
202,777

INFORMANT

JUNE, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

"Contending for the Faith" Testimony Period

Employ All Avenues of Service

June a Back-Call Month

Relentlessly Satan and his deluded followers oppose Jehovah and strive to cause all creation to lose faith in Him and His saving power. Though few in number when compared with this army of opposers, the remnant and their companions form a united front and "contend earnestly for the faith", knowing that to do so faithfully will result in the gaining of the "common salvation" both for themselves and for those who hear the truth because of the preaching activity.

To successfully contend for the faith requires help from Jehovah; but we are guaranteed that help every minute of our lives. We cannot do it alone. Donning the "armor of God", we can courageously march forward into the field of battle certain of victory! With such God-given equipment all servants, regardless of physical strength or personal ability, can wage an effective battle against Satan and error and uphold the cause of truth.

All Avenues of Service for Contenders

A consistent course requires that we "contend earnestly" in every avenue of service that opens itself to us. To the homes of the people we will go during June, leaving wherever desired three of the bound books and the booklet *The Kingdom Hope of All Mankind*, on a contribution of $1.00. Where the people already have one or more of the three latest books, *"Let God Be True"*, *"The Kingdom Is at Hand"* and *"The Truth Shall Make You Free"*, any other bound book may be included. Companies having quantities of older books may use them in this offer.

June a Back-Call Month

Our interest in the welfare of all people moves us to go to every door and there contend against religious errors and prejudice. When someone manifests interest, should not our desire to help them be intensified? Like fire in our bones, the desire to feed these "sheep" of Jehovah should compel us to go back to them and nourish them with health-bringing truths, and only by so doing can we truly be 'contending' for the faith. To encourage more and more Kingdom publishers to praise by back-call and Bible-study service, June is specially designated as a back-call month. This feature is to be highly emphasized the world over.

Some publishers have not yet tasted of the joys that come through participation in the back-call work. Now is the time to do so. Perhaps they have missed out by not appreciating the importance of the back-call work, or by feeling that such is not their responsibility. Vigorously contend against such conclusions. Be convinced of the necessity of Bible study, not for yourself alone, but for the "sheep", and rest certain of Jehovah's blessing upon your expanded share in back-call work.

Do some feel themselves incapable? Here servants can play a helpful part. Offer to accompany those not making back-calls in this activity, perhaps calling on persons reached by the publisher himself in house-to-house work. Most publishers will be happy to see the interest thus cared for. Help them to recall the interests of these people by discussing what was talked about at the initial call. Then show them how to profit by that information when talking to the people at the time the back-call is made. Continue to aid these brethren. After they have tasted of the joys of making back-calls and have surmounted the difficulty of getting started the publishers being trained will want to continue. Through constant servant-assistance in back-call and Bible-study work, one company has expanded its home Bible study figure from 18 to 73 in six months. Those who felt 'unable' now rejoice as they instruct meek ones in Bible truth. Result? New peaks in number of publishers.

Contend Through Studies

The back-call should be made with the goal in mind of starting a study. Be alert for ways by which to accomplish this. Often a study can be started on the very first call.

If we are back-call and Bible-study-conscious, many opportunities for this service will present themselves to us. We will learn to watch for the leanings of the people as we talk to them; to get acquainted with them and to let them know that we are interested in their welfare.

Back-calls should be made on those who have subscribed for *The Watchtower* during this last campaign, and calls should be made promptly upon persons whose subscriptions of last year are expiring. Their expiration slips are being sent to the companies regularly by the Society. With but few exceptions these people once had at least a spark of interest in the Kingdom. That interest in truth and righteousness is in many instances still there, even though they may not have examined their magazines thoroughly enough to realize how vital a message they contain. They simply need someone to teach them, to point out the truths in *The Watchtower* and *Awake!* Call back promptly on each one, talk to them about the truth and contend for the faith to their eternal welfare.

During June let us use every opportunity to let men know of the faith for which we contend, and then call back, conduct studies and give them a helping hand to gain salvation.

New All-Time Publisher Peak Reached in April

87,622 Active
129,025 Attend Memorial

87,000 publishers! That was our aim for April. Would we reach it? Above is the answer; the highest number of publishers yet active in the United States in one month. To Jehovah our God we give thanks for such bountiful blessings bestowed upon his diligent, united servants.

The new peak is 11,249 above the number active in March, 1948, last year's Memorial month, and it is 4,982 above our previous all-time high of March, 1949, when 82,640 reported field service. In fact, the company publishers alone nearly reached this figure, for 82,585 company publishers reported and 5,037 pioneers. Undoubtedly the stimulus of the Memorial week contributed to the reaching of our quota, for 129.025 assembled for Memorial, of whom 10,050 partook of the emblems, and 1,729 public meetings were held that week.

We rejoice exceedingly in the testimony of the above figures, for they furnish proof positive that the name of Jehovah is being magnified by an ever-increasing multitude of his consecrated servants and the challenge of Satan falls flat. As these 87,622 keep on praising God, month after month, the number of God's true ministers is certain to expand still farther, to the glory of the Most High.

Having attained this special quota for April, there is every reason to believe that our average monthly quota of 80,239 will be realized for the service year. This will surely be the case as each of those reporting in April holds fast to his treasure of Kingdom service and praises "more and more" during coming months, yes, until the witness to Jehovah is climaxed at Armageddon.

Cash Item Orders

The following information is given to aid in overcoming difficulty encountered by some in handling cash item orders and the remittances therefor. Accounts servants should note that some cash item orders are invoiced but those which are not are listed on the small slip headed "Duplicate Copy of Your Cash Item Order" which is sent along with the order when it is mailed. The remittance that you send in for items that we invoice will be credited to your account at the time it is received by us. Then the invoice will be charged to your account, thereby balancing the credit that has been previously made.

As it is sometimes impossible to list the invoice on the statement until the following month, please wait for the next statement before making inquiry. It will be necessary in such instances for the accounts servant, as he checks the monthly statement, to take into consideration the fact that money has been listed on the statement for cash items that have not yet been charged.

As in the past, when we list your cash item order on the small slip headed "Duplicate Copy of Your Cash Item Order" this slip is to be retained by the accounts servant for his records. All bookkeeping adjustments pertaining to this order are to be made from this slip. No other receipt or invoice for that particular shipment will be sent to you; nor will a record of the charge and remittance appear on your monthly statement as it does when cash items are invoiced.

The accounts servant may wish to clip this article and save it with his instructions.

Publications Now in Stock

The Joy of All the People—Chinese
1949 *Yearbook*—German
The Joy of All the People—Icelandic
"Let God Be True"—Spanish

Order Through the Company

As far as possible, all brethren associated with companies should order their literature and magazines through the company. Those who require literature, whether foreign or English, that is not usually stocked by the company can place their order with the stock servant. He will include it on the next company order. Company servants should instruct the brethren in this, particularly the foreign-speaking, and the stock servant should keep an up-to-date list of foreign literature as it is announced in the *Informant* so that all will know what is available.

Similarly with extra copies of the magazines and subscriptions, turn in both new and renewal subscriptions, including personal ones, to the company instead of sending them direct to the Society.

It should be remembered that as much time is required to fill an order for an individual as for the entire company. Your co-operation in ordering literature and magazines through the company will permit the Society to give better service to everyone.

1949 *Watchtower* Campaign

As of April 30, publishers in the United States obtained 161,108 subscriptions for *The Watchtower* and *Awake!* Although somewhat below our quota of 165,000 subscriptions, this number of magazines going regularly to the homes of new subscribers during the coming year will effect a tremendous witness. Subscriptions obtained during the first two weeks of May will also be counted on the campaign total.

In view of the extremely severe winter weather in most sections of the country we can be well pleased with the results of the 11th *Watchtower* campaign. Pleasing to Jehovah will be the efforts of his servants as they help subscribers understand this life-giving truth that will regularly come into their homes.

"Making Trustworthy Friends for the Future"

Men of Good-Will to Be Assisted in Ministry

Different from this greedy, mammon-enslaved world, God's ministers diligently seek to follow the wise counsel of Christ: "Make to yourselves friends by means of the mammon of unrighteousness; that, when it shall fail, they may receive you into the eternal tabernacles."—Luke 16:9, *A.S.V.*

We know that the real friends worth having are not those gained with ill-gotten mammon or the wealthy ones of this world, but rather are those who can give more than mere material possessions, namely, Jehovah God and Christ Jesus. Our wisdom lies, therefore, in making these our trustworthy friends for the future by treating what material wealth we now possess, not as our master, but as our slave in expanding praise to God. After all, Jehovah's service, coupled with the Kingdom truth and the privilege of being God's ministers, is of higher value than all the mammon on earth. And in that service we shall continue during July to use everything at our disposal, yes, even our very lives, in "making trustworthy friends for the future".

Aiding Others to "Make Friends"

Jehovah's servants will also "make friends" with people of good-will by presenting the offer for July: any cloth-bound book and four booklets, including *The Kingdom Hope of All Mankind*, on a contribution of 50c. The offer not only will give good-will persons now enjoying home Bible studies an opportunity to add books they may not now possess to their Theocratic libraries, but will also provide a means whereby other interested ones can begin cultivating the proper eternal friendships.

Book placements will, of course, be followed up by back-calls, and back-calls developed into home Bible studies. The minister should remember that Bible studies are the source of new Kingdom proclaimers and often from the very start of a study he can work toward introducing the newly interested to Kingdom service. Perhaps you can begin by relating some interesting field experiences you may have had, showing the joys and blessings of the ministry. From time to time, read an instructive experience from *The Watchtower*. Make note of points in the study dealing with service and the privilege of serving the Lord now in the way outlined in His Word. Invite the good-will person to attend the service meeting, *Watchtower* study, company book study or public meeting. Let him become acquainted with the brethren and the local organization. All of these things tend to familiarize the man of good-will with the service and create a desire to participate therein. With this preparatory work followed through from the very start, the Bible study conductor should have little difficulty in tactfully bringing up the matter of service and inviting the new one to share in the ministry of praise.

Cultivating Friendships in July

During the winter months many new home Bible studies have been started with book obtainers and magazine subscribers, and many of these are now prepared to take the forward step into gospel-preaching. In July, therefore, a special effort should be made by each publisher to take these new appreciative ones into public Kingdom ministry.

Invite the potential publisher to join with you as you perform your ministry, sharing in all features of Theocratic activity. Perhaps he can share in handbill distribution, or accompany you in the magazine work on "Magazine Day", or attend one of your home Bible studies. Evening work can also be enjoyed during the summer months and companies that have not yet arranged for this feature of the work are encouraged to do so.

Of course, we will not fail to invite our new interest to circuit and district assemblies and other special meetings, where they can receive much counsel relating to the public ministry and engage in actual field activity. By following these and similar suggestions we not only shall be "making trustworthy friends for the future" for ourselves but will be aiding others to do likewise.

Therefore, let July be a month marked with this special effort on the part of all Kingdom publishers to educate men of good-will in the service of their Eternal Friends, Jehovah God and Christ Jesus.

SUBSCRIPTIONS TO DATE
262,858

Legal Questions

It is important, when the Society's legal counsel is asked for advice, that all of the facts be presented for consideration. If you wish to have an opinion concerning the validity or application of an ordinance, a copy of the ordinance should be sent with your inquiry. This is just as important as sending in a copy of the ordinance and the complaint when an arrest has occurred.

Reports of arrests or interferences, or requests for information of a legal nature, should be addressed "Attention Legal Desk". It is preferable that this be done both on the letter and on the envelope.

Expanding Public Meetings

Meetings in the Homes Show Excellent Results

The expansion of public meeting work into the homes, especially those where company book studies are conducted, is having excellent results. Have you tried them in your company? If not, you are urged to do so. Perhaps you too will experience a doubling or tripling of attendance, and rejoice in the expressions of appreciation voiced by good-will persons who gather. And probably an increased attendance at the regular book studies will be realized.

The home public meeting may be held in place of the company book study for that night and in larger companies more than one may be in progress at the same time. After the series the regular company book study is resumed. Home public meetings will not replace the regular public meetings put on by the entire company.

All publishers within the area served by the company book study are encouraged to give support to the home public meeting work. Primarily they should make a special effort to call on and assist those of good-will in the vicinity, their back-calls and studies, to attend. These, in turn, may wish to invite others. The personal invitation, accompanied by an offer to stop by and take them to the meeting, will do much to create a responsive spirit. Many persons who seem reluctant at first to attend meetings at the Kingdom Hall are glad to come to a neighbor's home to hear a Bible talk.

It may not be necessary to advertise the talks with handbills if the publishers under the oversight of the study conductor show diligence in calling on and helping those already acquainted with the truth. Often a sizable gathering will result from among these alone. "Inactive" brethren in the locality should also be called on and invited to the public meetings. If it is believed best to use handbills, distributed among those in the territory of the study group, there is no objection to doing so.

Welcome the Stranger

At the meeting, introduce new ones to other publishers; make them welcome. It will mean much for them to see that Jehovah's witnesses are a friendly people, having the interest of their neighbors very much at heart.

The meeting itself should be informal. After the chairman extends a warm welcome and announces the speaker and the subject of the talk the speaker will "explain" the subject as he might at a back-call. The loud volume required at larger gatherings should give way to an intimate conversational explanation. The Society's outline should be followed so that the talk will be logical and easily understood. At the conclusion the chairman may state that questions will be entertained when the meeting is dismissed, and he should announce the regular company headquarters meetings in addition to inviting all to return for the lectures that follow or the regular book studies, as the case may be.

After having attended a Bible talk conveniently located in the neighborhood, persons of good-will will respond more readily to invitations to hear more such discussions and also to go to the Kingdom Hall meetings. The same personal interest should be shown toward them, inviting and assisting them to come, until they are strong enough to come by themselves.

In smaller companies or in rural sections where company book studies are not held as yet, it may be possible to arrange some meetings in the home of a publisher or a person of good-will, with neighbors and others in the area being informed of the meeting. The time of day for the meeting will be flexible.

Let us, then, expand our public meetings into the homes and share in the blessings that Jehovah is showering upon this feature of Kingdom witnessing.

Reporting

The following information is presented to clarify questions that have been received at the Society's office in recent weeks regarding reporting.

A home Bible study should be reported though conducted but once during the month. Each conductor, of course, will try to conduct his study weekly. But where circumstances prevent this some months, and the study can be conducted only once, it should, nevertheless, be reported as a home Bible study. Please remember also that if a home Bible study is conducted four times in one month, four back-calls are reported, but just one home Bible study.

The one who delivers a public talk may count the time spent preaching in this manner.

Attention is directed to the statement in paragraph 35 of *Counsel on Theocratic Organization:* "When in the field time is to be counted from the beginning of your witness work to the end of your work." Travel time to and from one's territory, whether for house-to-house, back-call, or magazine work, is not counted as field service. But the time from the beginning of your witness work in the field to the end of your witness work for that period will be reported as field service. The time spent preaching the gospel when not in the field should also be reported. Bearing the above in mind, the publisher will encounter no difficulty in properly reporting field service.

It will be profitable, if not already done, to devote a portion of the service meeting to a thorough discussion of the new report forms (Study Report, Study Record, and Publisher's Field Service Report) used by the publishers. Publishers are asked to turn in their reports of field service to the company at least once a week, and Study Reports promptly at the end of the month. This is necessary in order that the report posted on the company chart, the report sent to the Society at the end of the month, and the nation-wide report appearing in the *Informant*, may be complete and accurate.

The nation-wide report in the *Informant* will show the results of the preaching efforts of all Kingdom publishers in the United States from month to month. This can be discussed in the service meeting, along with the report of the local company.

As Jehovah's witnesses place uppermost in their lives the all-important work of preaching the gospel and seek to 'praise more and more', reports of field service will surely reflect a steady expansion of true worship, all to Jehovah's glory.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	7,295	140.0	50.0	6.5
Pioneers		100.0	32.6	4.5
Co. Pubs.		13.2	3.4	1.0
Tot. Pubs.	80,239			

April Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	378	139.0	59.6	8.1
Pioneers	4,659	91.1	31.6	4.7
Co. Pubs.	82,585	9.6	3.1	.5
Tot. Pubs.	87,622			

PUBLIC MEETING CAMPAIGN

Public Meetings Held	5,525

MEMORIAL WEEK-END ACTIVITY

Attendance at Memorial	129,025
Partakers	10,050
Attendance at Public Meeting	75,661

District and Circuit Servant Talks

New talks will soon be given by the district and circuit servants. At the circuit assemblies the district servants will speak on the subject "The Only Light", while in the companies, after July 1, the circuit servants will talk on "Safety in the World Crisis".

We feel sure that you will want to have a full share in advertising and supporting these talks to the benefit of yourself and good-will persons.

INFORMANT

JULY, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

'Making Trustworthy Friends' for the Future

Will You Help Another to "Make Friends"?

Field Offer Is One Book and Four Booklets

Imagine having as your friend the richest and most powerful person in the universe! A friend able to remove all your enemies, including disease and death, and deliver you into a future world of perfection as your eternal dwelling place. This is no imaginary friendship. As Jehovah's witness you do have the all-wise and powerful Sovereign of the whole world as your friend, and with Him the reigning King Christ Jesus.

You have no reason to fear a failure of God's promise, for Jehovah and Christ are trustworthy friends. Did not the Lord preserve his eight friends when all his enemies were drowned in the flood? Did not God by a miracle save the Israelites from demon-worshiping Egypt? Did not he deliver into an eternal dwelling place his faithful Son, raising him from the grave? All this is an assurance that Jehovah through his living Son will sustain and preserve you, his servant.

To keep the friendship of God and Christ, something is required of you. Jesus said: "And I say unto you, Make to yourselves friends by means of the mammon of unrighteousness; that, when it shall fail, they may receive you into the eternal tabernacles." (Luke 16:9, *A.S.V.*) The "mammon of unrighteousness"—use *that* to make friends of Jehovah and Christ Jesus. No, you cannot pay over money and buy their friendship and the surety of future life. But you can wisely use your substance in the work that God has ordained for his servants, the ministry of the Kingdom. Faithfulness in that service brings permanent rewards from your 'trustworthy friends'.

What Will You Be Doing in July?

What, then, will you be found doing during July? Squandering your finances, time and strength on things of no lasting value? Giving your "all" to unprofitable pursuits? Not if you are wise. As the servant of God, properly you will be found at the company meetings and in the field service, calling from house to house, making back-calls and having Bible studies and preaching in public places. All this will require some of your material substance. It will take energy and determination, tax your patience and test your integrity. But if you want to 'make trustworthy friends' for the future, if you truly love your Life-giver and his Son, you will be found actively sharing in the ministry to the fullest extent your circumstances will permit. In fact, you will make opportunities to serve God.

You will find much joy and pleasure as you tell your neighbors about the bright future ahead, and encourage them to read of the promised New World in the Bible literature you will offer, a bound book and four booklets on the contribution of 50c. Trustworthy publishers will happily and promptly report their activity, so that the organization may know what work has been done by those seeking to "make friends" in July.

Helping Others to 'Make Trustworthy Friends'

Surely it is your wish that many more of the expected "great multitude" may yet come out of darkness, "make friends" of the Higher Powers, and find eternal life. You may be studying with some of these "sheep" now. Perhaps your Bible study has been in progress for six months or so, since the beginning of the *Watchtower* Campaign. Have you discussed the joys of active service, told of your experiences, explained what a privilege it is to give the life-message to others? It is possible that just a friendly invitation 'Come with me' will prompt persons of good-will to join you in God's service and begin walking upon the one road to life.

Have you invited and offered to aid those with whom you study to come to the public and company meetings? Often meetings in themselves instill within truth-seekers a keen desire to become witnesses for Jehovah and Christ. Why not, then, during July, make a very special effort to help all interested persons to attend the meetings? Perhaps one of the service meetings can fittingly demonstrate "steps to making trustworthy friends", illustrating how a student of God's Word develops into a qualified minister. At the meetings, assist new ones to "make friends" with other publishers, and explain the meaning of various items in the Kingdom Hall, such as the company chart and yeartext. Then climax your help by going right into the field with these lovers of righteousness, giving practical training at the homes and on the streets. Do so with confidence and joy and full trust in God, for the new ones will copy your example. Thus you help others to 'make trustworthy friends' for the future. And these become your close friends also; they will with gratitude remember your love, kindness, and help.

There is no "future" in anything the old world has to offer. An endless future, however, awaits those who put trust in and serve God and Christ and the Kingdom. Make certain of living when the set time comes for God to destroy the wicked. Do this by 'making trustworthy friends' for the future, now. And in doing that you will be helping others to pursue the same wise course, with its eternal benefits.

Reflections on Circuit Activity to Date

Nation-wide Advances Made Since Start of Circuit Work

By this date each circuit has been served at least five times, both through circuit servant visits and the semiannual circuit assemblies. It will be of interest, therefore, to reflect on the various features of our circuit activity to date.

There are some very remarkable and encouraging trends in evidence, which will make glad your heart. When the circuit arrangement started, in 1946, the average number of publishers per month was about 62,000. For 1949 we have thus far averaged over 80,000! Undoubtedly the circuit activity played an important part in this good increase. In many sections public meeting attendance at circuit assemblies has eclipsed the Saturday attendance more than 100 percent. This is particularly true in the east, midwest and west. The public meeting activity of the various companies in the circuits has also increased approximately 60 percent. Home Bible studies have advanced 50 percent, and in some districts, particularly in the east, the expansion is well over 70 percent. The south, southwest and north have not been so effective in this branch of the service. Both servants and publishers in those areas, conscious of this condition, will undoubtedly take steps to meet it effectively.

Pioneer Quota and Meeting Attendance Merit Attention

The 10 percent of the publishers in the pioneer service has not yet been realized. However, now, with the opening of the summer season, we expect this branch of the service to greatly increase. Many new pioneers are being enrolled and hundreds of vacation pioneers are raising their young voices in praise to Jehovah. These new pioneers will mark a great stride in meeting our goal of 10 percent. Every year many of these young pioneers who have completed school continue in their life's vocation, the pioneer service.

Attendance at the *Watchtower* study, service meeting and Theocratic ministry school is running considerably behind what it should be. Only 67 percent, 54 percent and 47 percent of the total number of publishers respectively attend these meetings. The spiritual welfare and continual Theocratic growth of the Lord's organization is dependent upon all publishers' assembling together and collectively partaking of the food the Lord provides. This low percentage is a challenge to the brethren charged by the Lord with the oversight of the local Kingdom service, namely, district servants, circuit servants, servants in companies and study conductors, and it should be met and surmounted in the power and spirit of Jehovah.

Saturday's Program

Saturday attendance at the circuit assembly does not reveal the same healthy progress that other features do. Many of the brethren may not appreciate the advantages accruing from the present Saturday program, providing for three 15-minute talks Saturday afternoon in addition to the instructive evening circuit activity meeting. Also the demonstrations and experiences Saturday morning and evening add materially to making Saturday a most profitable and instructive day.

Brethren with automobiles and available space are urged to take along publishers and good-will persons who desire to attend the assemblies but might otherwise miss out for lack of transportation.

The new circuit servant and district servant public talks are indeed vital and timely for our day. Support them in all ways. Attend district and circuit assemblies regularly. Consolidate the gains you have already made and improve the weak points, making our past experience a springboard for future advances in all features of our ministry of praise.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	7,295	140.0	50.0	6.5
Gen. Pios.		100.0	32.6	4.5
Co. Pubs.		13.2	3.4	1.0
Total Pubs.	80,239			

May Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	375	138.8	58.6	8.3
Gen. Pios.	4,641	91.6	31.2	4.9
Co. Pubs.	81,121	9.5	3.1	.5
Total Pubs.	86,137			

PUBLIC MEETING CAMPAIGN

Public Meetings Held 6,270

Vacation

Notice is now being given that the Bethel home, factory and office will be closed for vacation during the two-week period of August 6-21, inclusive, in order that all those concerned may plan accordingly and order needed literature and supplies in advance.

All pioneers and companies desiring literature for use during this time will please send their orders at the latest by August 1, so as to avoid a last-minute rush. With the exception of report cards and subscriptions, as little correspondence as possible should be sent to the Society during this period, in that no orders will be filled or correspondence answered from August 6 to August 21. Circuit and district servants will have their vacation during the same two weeks.

"Patience Meant for Salvation" Testimony Period

Climax of Service Year—Strive for New Peak

Show Godly Patience in Aiding Others

Patience is a quality of Jehovah that has worked for the everlasting benefit of man. Had he not exercised longsuffering in the case of sinful Adam we would not be alive today and have the grand privilege of serving the Lord. The patience of Jehovah during the days of Noah provided for the saving of eight persons, to our benefit. God's patience in 1914-18 gave the uncleanlipped remnant the opportunity to be saved, and the "other sheep" opportunity to hear of the way of life, through their preaching. Great opposition has come upon the remnant and their good-will companions because of their firm stand for Jehovah's side of the issue. But this is endured patiently for God's name's sake, appreciating that if God had not so patiently endured the reproach of demons and men for almost six thousand years we would not be living today to serve the Lord. We will not count him a slow God if he exercises a little more patience in the days ahead so that others may hear of the way to life.

God is not slow, but is exercising patience; and that patience works for our benefit as the apostle states: "Look upon our Lord's patience as salvation, just as our dear brother Paul . . . wrote you to do." (2 Pet. 3:15, *An Amer. Trans.*) The time of God's final vindication is near and will not be delayed. In the remaining time we will take advantage of his patience and push the message of life into the four corners of the earth so that others may hear.

Expressing Gratitude for His Patience

August climaxes this service year in which we have enjoyed so many rich blessings of the Lord. All publishers and those people of good-will who have not already taken advantage of the 'yet remaining time' to express their gratitude will be out in the field offering one of the Society's bound books together with four booklets on a contribution of 50c and patiently following up all placements by back-calls. We shall want to make it the best month yet. All features of the service should be engaged in: public meetings in parks, halls and homes; house-to-house work; back-call and Bible-study service; and magazine-day activity. The vacation season will give many additional time for service. Most of us will have been stimulated by the district assemblies and will want to express our gratitude for them in God's service. By a united service expression of appreciation for the blessings of the past year, we can surely reach a grand climax with another all-time high in number of publishers.

Patient Aid to Others

As God has been patient with us so we will want to exercise that same patience with others. Patience with those attending our studies will encourage them to publish. Patience with our brethren, especially those requiring help, will aid them into the service. A watchful check by the company servant and his assistants will reveal those needing help, and they or other capable publishers can endeavor to patiently aid them. Pioneers may be used in this manner as they have opportunity. This is a feature of service that cannot be overstressed. Surely it would not be pleasing to God to find, patiently feed, and finally get new ones into the service, then neglect these persons. Sickness, opposition, irregular time of secular work, etc., may present obstacles to them. Our patient aid will help and encourage them to overcome these. A friendly call, a word of encouragement and an offer to aid such one in the service means a great deal to them, and they will appreciate it. Such service is an obligation and a privilege.

If a new peak is to climax our service year it means, too, that we must all work in unity. Patience with our brethren will work for unity, and unity works for Jehovah's blessing and progress of the company and the organization as a whole.

So let us be diligent in August to express our gratitude for God's patience toward us, knowing that his 'patience is meant for our salvation'. Let others know of God's patience. Let us be in the service of the Lord in August and aid others into the service with us.

Publications Now in Stock

"The Truth Shall Make You Free" Study Questions—Polish

Permanent Governor of All Nations —German

International Convention in 1950

The *Watchtower* magazine has announced that there will be an International Convention of Jehovah's witnesses in New York city from July 30 to August 6, 1950. The invitation has been extended to Jehovah's witnesses and good-will persons throughout the world to attend this convention. It is hoped that many from outside of the United States will be able to attend; the more, the better. Some brethren have expressed their interest in arranging at their own expense for relatives and friends from other countries to visit New York during the summer of 1950 for the purpose of attending the convention. The Society will be pleased to lend such assistance as may be possible in connection with the obtaining of temporary visas for those who wish to attend the convention. Of course, the Society cannot guarantee the financial status of persons coming from other lands. The brethren who apply for visas in other countries must be able to state how much money they have available for the trip and give the name and address of any person who may be sponsoring them, if that information is requested by a United States consul.

Passage from Europe to the United States for the summer of 1950 is now being heavily booked by tourists, and it has been reported that most of the space is already reserved. Therefore we wish to emphasize the importance of beginning NOW to make travel arrangements, especially for those traveling from Europe. It may be more enjoyable for the conventioners to make up groups for traveling, and those who wish to do that should write the local office of the Society and request space for passage soon.

The Society maintains Branch offices in the principal countries of the world now. The addresses of these offices appear on the last page of the *Yearbook*. If there is an office of the Society in the country, then persons traveling from that country should communicate with that office as soon as they have definitely decided that they are going to arrange to attend the International Convention. The Society would like to know as soon as possible who will attend and whether passage is definitely booked or if there is any assistance needed in the arranging of visas. Should you desire to have information or help with regard to persons in countries not listed on the last page of the *Yearbook* you may write to Brooklyn.

A very large crowd is expected in New York during the convention, and the rooming problem will be the greatest yet. If the Society's Brooklyn office or Branch offices are informed of your plans they will be able to send the proper room request forms to the interested persons as soon as those forms are printed. Then the forms can be filled in and sent to the convention committee, through the Society's office, for special attention and handling.

Feel free to write to the Society about any of your problems in connection with international travel to the 1950 International Convention.

Meeting the Pioneer Hour Quota

Among the favored of Jehovah's ministers in this time of the world's end are the pioneers. Theirs is the privilege of devoting more time to the advancement of the Kingdom interests and less time to the interests of the old world. Since it is "more blessed to give than to receive", how blessed is their lot!

With pioneer privileges and blessings, however, go certain obligations in order to remain on the pioneer list, outstanding among which is the quota of 100 hours a month. For the first three months that this quota has been in effect the pioneers have averaged about 91 hours a month. An analysis of the report for May shows that approximately 35 percent of the pioneers came short of meeting the minimum quota. How can this condition be improved?

Personal Organization Needed

To meet the pioneer quota requires faith in Jehovah, a burning zeal for his service, based on a keen appreciation of the pioneer privilege, and careful personal organization. It seems that particularly as regards the last-mentioned requirement many are coming short. To properly organize one must view everything in its relationship to his pioneer activity. He must plan the most efficient use of his time as well as his energy and means. He should not be content with merely striving for the minimum of 100 hours, but should plan to reach it as soon as he can and then endeavor to exceed it as much as possible. And having planned to exceed his quota he will still be able to meet it should some unforeseen, unavoidable interruption occur. Just as the best defense is to advance, so the best way to make sure of reaching the quota is to seek to exceed the quota.

To reach and to exceed the hour quota, however, will require more than just careful planning. It will take self-discipline, 'training in godliness,' to stick to your planned schedule. Practice regularity in the matter of rising, studying, and other necessary matters. When circumstances arise that would interfere, ask yourself: Which is the more important? the more urgent? My pioneer ministry or this or that thing which would interrupt it? Do not let personal inclination, friend or foe relegate that ministry to a secondary position.

To serve as a pioneer is a blessed privilege, as the pioneers themselves will testify. It is our hope that "more and more" will take hold of the privilege. And as all these aim not only to meet but to exceed the hour quota, "more and more" will be the number of "sheep" reached, and greater will be the witness, all to God's glory.

This Is District Assembly Time

Half of the district assemblies for 1949 are over. But the beneficial effects and pleasant memories linger on in the minds and hearts of many thousands of Jehovah's witnesses and good-will persons who gathered during May and June at Fort Worth, Jacksonville, New Orleans, Little Rock, Birmingham, Sacramento, and Raleigh.

Yes, and once again expressions of joy and appreciation come from the lips of true worshipers. What is it that Christians crave in these "last days"? Strengthening spiritual food? Practical counsel for the ministry? Blessed fellowship one with another? Exhortation and encouragement from mature, steadfast ministers? All this and much more they received at the district assemblies, coming from the "giver of every good and perfect gift", the Arranger of Theocratic assemblies, Jehovah God.

Six of the seven yet to be held are scheduled for July. Springfield, Detroit, Portland, Indianapolis, Lincoln and Sioux Falls will play host to God's ministers. Will you be at the one in your locality? Will you too taste the joys and blessings certain to be experienced? Be there, if at all possible, prepared for a feast of good things. Remember, *this is district assembly time.*

Czechoslovakia

Due to conditions in Czechoslovakia it would be wise for the brethren not to send any of the Society's publications to Czechoslovakia. The Communistic regime in Czechoslovakia has seen fit to bring many trials and difficulties upon brethren who are in possession of literature published by the Watchtower Bible and Tract Society. You may get your friends and relatives into trouble by mailing printed literature into that country.

INFORMANT

AUGUST, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

"Patience Meant for Salvation" Testimony Period

New Peak Anticipated to Climax Service Year

Servants, Publishers, Patiently Aid Others

For nearly 6,000 years Jehovah has exercised incomparable patience toward this sinful, dying world. Short-lived men impatiently exclaim: "A slow God!" "A waster of time!" But the God of righteousness, longsuffering in the fulfillment of his purposes, replies: "There is . . . a time to every purpose under heaven." What is the purpose of the Creator in all this unusual patience shown toward a people that have reviled, reproached and blasphemed his name and supremacy? It is to eternally vindicate his universal sovereignty and to save an unnumbered multitude of men and women of unbreakable devotion to their God to a life of peace and joy in the New World. Hence, such devoted ones "look upon our Lord's patience as salvation" and will make every effort to express their heartfelt gratitude for his patience during the "PATIENCE MEANT FOR SALVATION" Testimony Period in August. —2 Peter 3:15, *An Amer. Trans.*

A Work of Appreciation

We have good reason to voice appreciation to Jehovah for his patience, for the 1949 service year has indeed been a year filled with blessings: a new booklet *The Kingdom Hope of All Mankind*, two successful subscription campaigns resulting in over 222,000 new subscriptions, hundreds of circuit assemblies, instructive district assemblies, three all-time peaks in number of publishers, and the new *Counsel on Theocratic Organization for Jehovah's witnesses*. But the year has not yet ended. One month remains. Let us climax this thrilling year of Kingdom ministry by reaching an all-time high in number of publishers during August! This we can do by everyone's showing his appreciation to Jehovah for this blessed year by being a publisher in August.

Doubtless the publishing of more than *six million* copies of the bound book "*Let God Be True*" since its release has been partly responsible for past peaks in number of publishers. During the August Testimony Period Kingdom publishers will diligently participate in door-to-door activity and prepare the way for future expansion by presenting one of the Society's bound books and four booklets on the contribution of 50c.

Patient Planning Essential

Also contributing to past peaks has been the willingness of all servants to patiently plan and cooperate in the company's field service. Similarly, to reach a new high in August will require this same preparation and united action. The company servant should make definite service arrangements for the month, with provisions for all features of Kingdom activity. Service meetings will be planned, discussing the August activity and offering timely demonstrations. He should also see that other parts of the company organization function properly and work together in reaching a new peak locally.

The company servant will see to it that the publisher record cards are checked each month to ascertain who has not been in Kingdom service. Then he, aided by all servants, including the company book study conductors and also other regular publishers, will patiently encourage and help these in field ministry. The Bible study servant will arrange for back-call and Bible-study activity. Through the Study Record file he will ascertain who have had home Bible studies for some time and will contact the study conductor to see whether some help can be offered to get these interested ones to meetings and into some feature of Kingdom ministry. The advertising servant will prepare for magazine day each week, while the stock servant's attention is directed to having enough literature on hand for use in the month's offer. Sufficient territory for group witnessing will be provided by the territory servant. The accounts servant will co-operate with other servants and publishers in fulfilling his assigned duties and generally assisting as many new ones as possible in the field. Old and new publishers alike will be assisted by the *Watchtower* study conductor and school servant in the application of instruction gained at the *Watchtower* study and Theocratic ministry school. Yes, all servants will share their common responsibility of taking the lead and patiently giving personal aid to irregular publishers and good-will persons.

Reaching the Peak as Publishers

No less important is the vital part you the publisher must play in reaching a new peak. Attend and participate in all meetings regularly. Take notes on demonstrations, for application in the field. Engage in field service by taking advantage of company service arrangements. With an eye to reaching our peak and to assisting interested persons to enter the ministry, tactfully, patiently, approach the matter of service at home Bible studies. They have been studying the publications for several months now and have gathered a wealth of Bible knowledge. Would they not like to take that same information to others? Get into the spirit of reaching a new peak of publishers to climax the 1949 service year; express real love for men of good-will in all features of gospel-proclamation.

If servant-publisher co-operation and planning are in evidence and all "stick to your work" of patiently planting and watering, the Lord *will* bring the increase and our peak in number of publishers will be attained. Therefore, let us advance during August, 'looking to Jehovah's patience as the means of salvation' for ourselves and multitudes of men of good-will.

Pioneer Applications

The steady incoming stream of pioneer applications during the summer months has been very gratifying and it is hoped that this healthy influx will continue in the months to come. So that the Society can serve pioneer applicants with a minimum of delay, it is requested that the following be observed:

To be a pioneer, the publisher must be immersed and the application blank should show the exact date of immersion. If the exact date is not known, at least the month and year should be provided.

The application for pioneer service should be accompanied by a letter of recommendation from the company servant or one of his assistant servants. This letter should include the field record, that is, the average number of hours, back-calls and Bible studies for the previous six months. This information is required for both pioneer and vacation pioneer applications. (Please see paragraph 44 of *Counsel on Theocratic Organization* regarding this.)

It is suggested that the company servant check each application before it is sent, to be sure that all questions are understood and properly answered.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	7,295	140.0	50.0	6.5
Gen. Pios.		100.0	32.6	4.5
Co. Pubs.		13.2	3.4	1.0

Total Publisher Quota 80,239

June Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	361	128.9	51.7	7.5
Gen. Pios.	5,062	87.5	28.6	4.6
Co. Pubs.	78,819	9.2	3.0	.5

Total Pubs. 84,242

PUBLIC MEETING CAMPAIGN
Public Meetings Held 4,948

New Magazine Letter

A new magazine letter is being sent to each company and pioneer with this *Informant*. The previous magazine letter may now be discarded, and the new one (which has been changed to conform to the new booklet *Counsel on Theocratic Organization*) should be carefully studied and retained in file for future reference.

Publisher's Reports and Records

During recent months questions relative to publishers, their reports and records have been received. It is to answer these and related questions that the following is given.

All brethren who engage in and report field service should be counted as publishers, even though they have not yet been baptized. New publishers, by sharing in the witness work, will acquire needed experience and ability and will increase in knowledge and understanding. Undoubtedly after making a consecration they will desire to symbolize that consecration at the earliest opportunity by water baptism and thus fulfill this righteous requirement. They will then receive a personal copy of *Counsel on Theocratic Organization*, and, should the opportunity arise, be eligible to act as a servant or pioneer.

It is the responsibility of all servants and publishers to assist persons of good-will to participate in the service by calling upon them and, where possible, taking them into the field. This obligation is not completely discharged by merely calling upon the person to see if he has talked to someone about the truth during the month. An incidental discussion hardly makes an interested person a publisher.

On the other hand, if a person turns in a report and wants to be counted as a publisher the report should be accepted and included. If children publish with an understanding of what they are doing and a desire to serve the Lord, their reports should likewise be counted, even though, in some instances, they may be quite young.

Publishers can greatly assist the servants to keep a proper record of the company's activity by personally keeping a record of fractions of hours that they devote to Kingdom service and then reporting only whole numbers. If, in some instances, the publisher cannot see the importance of doing this, the servant should accept the report anyway.

When a publisher moves to another company he should take his publisher's record card with him. If he fails to do this, however, and the servants know the company to which the publisher moved, the card should be forwarded to that company. If the new company is not known, remove the card from the active file and retain it so that it can be furnished if it is later called for.

Every person who understands the truth should be a publisher, not by coercion, but of his own free will. Parents should bring up their children Theocratically, teaching them to enjoy this privilege by taking them to meetings and out into the service with them. Never should anyone, young or old, allow the privilege of being a publisher to slip away from him. On the contrary, the effort and goal of each of us should continually be toward an expansion of publisher privileges.

Cultivating Gifts for the Ministry

All Publishers Strive to Do New Things

September to Feature Booklet Offer

We must not neglect our gifts for the ministry! Jehovah has provided us with the ministry for our salvation and also with the gifts needed to share in that ministry successfully. Willing servants will desire to cultivate their gifts and gain God's favor by applying all their ability to improve their praise to him. With delight we heed his counsel at 1 Timothy 4:14, 15, *An Amer. Trans.:* "Do not neglect the gift you have, that was given you with predictions of your work . . . Cultivate these things, devote yourself to them, so that everyone will see your progress." God's gifts, then, are for use, and must not be neglected. We must apply the abilities we have and seek always to improve, cultivate and perfect them for a more effective ministry of praise.

September Offer

Many ministers now active in Theocratic service received their first taste of Kingdom truth through studying booklets. Booklet distribution is profitable, and during September, the opening month of a new service year, we will offer seven booklets on a contribution of 25c; or, if you do not have that many different ones, then three on a contribution of ten cents. If your company's booklet supply is low, check with near-by companies to see if they can supply your needs. Exchange or transfer of booklets for this campaign can be made between companies without sending a transfer of stock to the Society.

The Society has a good supply of the following booklets: *Judge Rutherford Uncovers Fifth Column, God and the State, Satisfied, Comfort All That Mourn, Peace—Can It Last? Freedom in the New World, Fighting for Liberty on the Home Front, One World, One Government, The "Commander to the Peoples", The Joy of All the People, The Kingdom Hope of All Mankind, Conspiracy Against Democracy, Theocracy, Religion Reaps the Whirlwind, Face the Facts, Fascism or Freedom, "The Prince of Peace"* and *Choosing.* All of these booklets, though some are old in years, contain a vital message for people of good-will. If ordering from the Society it is suggested that *Religion Reaps the Whirlwind* be included, as many thousands of these timely booklets are in stock. Endeavor to include *Religion Reaps the Whirlwind* in each combination placed.

September, a booklet month, will give us the opportunity to get important publications off the shelves and into the hands of the people. A splendid opportunity for presenting September's offer is by evening booklet work, which should not be overlooked, but planned and used, in cultivating our gifts.

New and Old Publishers Cultivating New Gifts

The Bible study servant should check the Publisher's Record cards and make a list of all not active in back-call and Bible-study work. Names of those he cannot personally assist can be given to company book study conductors, who will make arrangements to assist new publishers to cultivate these gifts. A special effort should be made to aid new publishers to get started in activity in which they have not yet participated. Pioneers can also assist in this work as they have opportunity by taking new publishers, and old ones not yet making back-calls, with them on back-calls and Bible studies. As the aided ones improve and become capable, turn studies over to them that they may continue in this service. With good co-operation many more publishers in the company will be in back-call and Bible-study work during the month.

Magazine Day furnishes a splendid opportunity for both new and old publishers to cultivate new gifts. Those engaging in it express great appreciation for this means of increasing their ministry of praise. Throughout the country reports read of 20 to 30 magazines placed in one or two hours of store-to-store and house-to-house work. Advertising servants can encourage publishers to have a part by outlining a schedule in advance. Early morning is often the best time for store-to-store work. As business activity increases engage in house-to-house service, and wind up a full magazine day in street work. While on the street approach that person sitting in the car, the one waiting for a bus, or standing close by. By taking the initiative in magazine street work, you will cultivate this gift of the ministry and reach many more persons with the gospel message.

The Theocratic ministry school is a provision of the Lord to use in increasing our ministry and to do new things. Brethren who are not now enrolled should be encouraged to do so. Some not heretofore qualified to give public talks but who have sufficiently cultivated this gift by taking advantage of ministry school training may be considered eligible for such service now and be given an assignment during September. This affords an excellent opportunity for these brothers to improve and cultivate their ability. Old publishers as well as those just beginning the ministry can find greater joy by doing new things in the Lord's service.

Begin now to "cultivate these things" you have not used. "Devote yourself to them" and aid others to improve by personal assistance. So doing, "everyone will see your progress" as you expand your ministry of praise.

Stock Inventory and Service Reports

Two "Stock Inventory" forms are being sent to each company and pioneer with this *Informant.* An actual-count inventory of stock on hand should be taken by each pioneer and each company and recorded accurately and completely on these forms in duplicate. The original should be sent to the Society's office not later than September 6, and the duplicate retained by the company or pioneer.

Only that literature which is clean and in good condition should be counted on the inventory. Foreign literature obtained *free* from the Society should also be counted and listed, but not included when figuring the value of literature on hand. Any books or booklets in stock in especially large quantities should be noted on the inventory.

The company servant should carefully check to see that the stock servant has properly filled out the forms. They should show the amount of literature on hand, amount of cash on hand (book money), and the value of literature held on credit by the publishers. The report, with the statement of the company's indebtedness to the Society on that date, should be read to the company.

The taking of future inventories will be greatly simplified if part cartons of booklets are wrapped in bundles of 25 or 50 and the contents marked on the wrapper before replacing in the carton. This will also serve to keep them clean.

Each company and pioneer should complete August's field service report on August 31 and make a special effort to have it in the mail not later than September 3, since August concludes the service year.

Theocratic Ministry Training Valuable

Make Good Use of It

Though coming from many different walks of life, all of Jehovah's servants are under the same obligation to preach: "Preach good tidings unto the meek"; "Preach the word; be instant in season, out of season"; "Yea, woe is unto me, if I preach not the gospel!" To preach requires a knowledge and understanding of Jehovah's purposes. But if to this knowledge and understanding we add training in how to arrange and present the message, that is, in *composition* and *delivery*, surely the preaching work will be more effective.

That all of Jehovah's servants might preach more effectively the school in Theocratic ministry was instituted, in 1943, with the publication of the booklet *Course in Theocratic Ministry.* Later another textbook was provided, *Theocratic Aid to Kingdom Publishers*, and in 1946 *"Equipped for Every Good Work"* was released. Now, in 1949, we are again studying *Theocratic Aid to Kingdom Publishers.* To many of us its lessons seem "brand-new", either because we have forgotten much of what we learned in our previous study or because we have only recently entered the ministry.

In many ways Theocratic ministry training has proved its value. House-to-house activity has become more effective; back-call and home Bible-study work have become more fruitful and platform speaking has become more coherent, more forceful and more interesting. Our younger brethren have found this training to be an invaluable asset also in their schoolwork, enabling them to profit more from their days in school and hence be better prepared for future ministry.

Improving "More and More"

If we are to continue to improve our ministry, and we all do want to praise Jehovah "more and more" effectively, then we must continue to apply ourselves to the ministry training. At the present time we are studying that part of *Theocratic Aid to Kingdom Publishers* dealing with grammar and composition, subjects that require continued study to avoid becoming careless in speech. These subjects, if studied diligently, will aid even the poorly educated to improve their speech.

The apostles, for the most part, came from the more humble walks of life, yet their writings show that they had a knowledge of their language and knew how to use it effectively. The same should be true of Christian ministers today. Good use of grammar adds to the value of the message by making it clear and forceful; and good composition helps the listener to remember what he has heard. On the other hand, incorrect use of grammar and poor composition tend to detract from the dignity of the Kingdom message.

While all such instruction is of special value in training for platform speaking, the alert minister will apply it daily in his field service. In his introduction at the door he will avoid making dogmatic statements and will start with things generally accepted, with something that will put the listener in a receptive frame of mind.

Proceeding to the body of his testimony he will endeavor to show the householder the value of what he has to present. Is there strong religious prejudice? Then he will dwell on those things which they have in common: belief in God, Christ Jesus and the Bible. Does he find lack of interest due to the listener's being content with his orthodox religious fare of good morals and "character development"? Then he can show how this message features the fulfillment of prophecies, etc.

He will not ramble from one subject to another, but, having found where the interest lies, will develop that theme. And his conclusion, of course, will be an appeal to action, to investigate by obtaining some literature.

Mutual Training

The value that each company receives from the Theocratic ministry training will largely depend upon each one's contributing his share. The school servant will need to be fully familiar with the subject material, alert and concise to be able to limit his counsel to two minutes and make the best possible use of that time. A few words of commendation for progress made and mention of one or two practical points for improvement are all that is needed.

Every brother in the company should enroll. That privilege is open to all brothers even though not consecrated or engaging in field service. Having once enrolled for the purpose of improving his ministry, the student should take his assignment seriously, remembering that his talk is to be given not only for his own benefit but also for the edification of his listeners. Instruction talks deserve special attention and should be exemplary in coverage of matarial and extemporaneous delivery.

The oral and written reviews furnish each one in the company, brother and sister alike, the opportunity to share in making the school interesting and helpful. By going over the oral review questions thoroughly before attending meeting each one will be enabled to give correct answers and fitting illustrations.

We have been commissioned to preach. Let each minister strive to preach "more and more" effectively by making full use of the valuable Theocratic ministry school training.

Publications Now in Stock

"Be Glad, Ye Nations"—Norwegian

"The Truth Shall Make You Free" Study Questions—Yoruba

INFORMANT

SEPTEMBER, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

Cultivating Gifts for the Ministry

Progress to Be Made by All Publishers in September

Booklet Offer to Be Presented

"Cultivate these [gifts], devote yourself to them, so that everyone will see your progress." Develop your natural abilities for the ministry! Peter recognized the desirability of this and, after being called from the fishing profession, he willingly developed his unused aptitudes in his assigned work. Jehovah rewarded him with the gift of improved or adequate ability for his new duties as a minister. Progress showed itself. Following Paul's remarkable conversion, he, too, cultivated his gifts aright, no longer misusing them to bring persecution upon the Lord's servants. Progress again was clearly seen. Today Jehovah's witnesses will likewise devote themselves to cultivating gifts for the ministry. They so doing, everyone will see their progress; expanded praise will be in evidence. And what better time to become more conscious of "cultivating gifts for the ministry" than now, in September, the first month of the thrilling 1950 service year!—1 Tim. 4: 14, 15, *An Amer. Trans.*

Cultivating Gifts from the Beginning

Developing gifts for Theocratic service begins when the initial knowledge of life-giving Kingdom truth is obtained by the man of good-will. His willingness to improve brings increased knowledge and with it a desire to tell others the good things learned; and so he extends the gospel message to friends and neighbors. Questions arise. More study is required in order to locate proper answers. Aided by the holy spirit and the promptings of a willing heart, the man of good-will is "cultivating gifts for the ministry". Already progress is being made.

Continued improvement will be seen as the man of good-will is assisted by alert ministers to associate with the local company. Systematic presentation of the gospel to a greater number of "neighbors" in door-to-door service will be encouraged, and personal instruction given. During September door-to-door activity for all publishers, new and old, will be the presentation of any seven booklets on a 25c contribution, or three on a contribution of 10c where seven are not available.

Each booklet placed during September affords an opportunity to engage in back-call and Bible-study activity for all publishers who have placed these booklets. Do not hesitate to enjoy such refreshing and instructive work because of limited knowledge. Use the opportunity to cultivate your ability in these fields.

In making neighborly return visits, endeavor to clear away the barriers to knowledge of Kingdom truth by answering perplexing questions first. Bible studies are thus started and eventually a study of the publications is undertaken. Also, with the distribution of thousands of booklets, many booklet studies can undoubtedly be arranged. These will prove very beneficial in dispensing truth, as paragraphs in the selected booklet are discussed, questions entertained and scriptures read. Concluding the booklet study, a study in "*Let God Be True*" can be introduced.

The new publisher will unite with experienced ministers in doing other new things, including full support of public meeting activity, an enthusiastic share in all features of magazine day and other company service arrangements. The schedule of Kingdom proclaimers should necessarily include regular attendance at all company meetings. Full participation in the Theocratic ministry school should be outstanding, as ministers seek to improve natural abilities. Brothers not yet enrolled in the school will make every effort to take full advantage of the provision by enrolling. Students who have shown sufficient progress but who have not as yet had the opportunity of giving public talks might be used for the first time this month.

Continual Development Desired

There are no bounds for cultivating gifts for use in praising Jehovah. Pioneer service, a rounded-out ministry, offers splendid avenues for increasing praise: Gilead training, foreign missionary work and many other blessings. Doubtless many brethren can arrange their affairs to enter this branch of the ministry as the new service year begins.

For some the future may bring servant responsibilities. Develop your abilities for this service now and be in position to aid your brethren when the opportunity arises. Consecration symbolized by water baptism is the initial requirement, and then willingness to fulfill that vow and render greater service. Accept added privileges and opportunities to gain experience, however small they may be, and you will learn and advance to maturity.

Appointed servants in companies will seek to improve and perfect the gifts they possess as overseers. They will make a determined effort to do better by diligently performing their assigned duties more effectively. Finally, they will work in unity for advancement of Kingdom interests locally.

No matter what position we occupy in the Theocratic organization at present, be it man of good-will, company publisher, pioneer or servant, each of us possesses abilities that can be further developed for the ministry. September is a month for "cultivating gifts for the ministry". Let us 'devote ourselves to them' and share in the month's activity to the fullest extent.

District Assembly Blessings

Let Us Apply Valuable Instruction Received

Returning from the district assemblies refreshed by joyful associations and strengthened by 'meat in season', Jehovah's servants truly feel that once again they have proved Jehovah and that, true to His promise, he has indeed opened the windows of heaven and poured out upon them rich blessings.

These blessings, however, were not poured out upon Jehovah's servants solely for their own enjoyment, but also that in the coming days they might individually better carry out the resolve of the year-text "I . . . will yet praise thee more and more". Most appropriate, therefore, was the opening discourse, "Praising More and More." To do this effectively, we next learned, means "Using Your Education", the best in the world, in every feature of the service, and, if at all possible, in the pioneer work, where one can make the most use of it.

'Praising more' also means "Overcoming Barriers to Company Expansion", be such barriers a negative attitude toward expansion or more real ones such as persecution, territory and transportation problems. These barriers can be overcome "by my spirit", by faith, by zeal and by mutual co-operation. Also, company expansion will result if "Servants Feed the Flock" by conscientiously discharging their respective duties and by setting an example, both in brotherly kindness and in field witnessing.

Particularly pertinent to the assembly theme of 'praising more' was the discourse "Living Up to the Name". That means 'studying to show ourselves approved', being alert to preach 'in season and out of season', 'keeping unspotted from the world' and 'loving one another'. And, to aid us in praising still more effectively, instruction was given on "Making the Most of Theocratic Counsel": "During the Circuit Servant Visit," "At the Circuit Assembly" and "By Daily Application of *Counsel on Theocratic Organization*".

Can You Be a Pioneer?

What better way of 'praising more' than by having more and more pioneers? More such full-time praisers are urgently needed; but just what is required to take the step? No, not a car and trailer, not a good-sized bank account, not youth and good health, but faith, zeal for the Lord's work, and appreciation of the privilege. And it will continue to take faith, yes, and patient endurance, efficient personal organization and self-denial to continue in the pioneer service. But what grand blessings go with it!

We received further edifying admonition in the talk "Exercising Love Toward One Another", the gist of which was: 'Though I be found "praising more and more", unless I exercise love toward my brethren it profits me nothing.' "With All Thy Getting, Get Understanding" showed the need of our having a proper understanding of our relationship to Jehovah and his visible organization if our increased praise is to meet with his approval, while "The Path of the Just" revealed how marvelously Jehovah has used that visible organization to lead us into ever-increasing light and service.

"Praising More and More" means being "Fearless at the World's End" in spite of persecution, because of abiding faith, perfect love and the fear of Jehovah; it means being "Prepared to Defend the Gospel" by having a good knowledge of the Scriptures and the law of the land as it applies to our work; and it means a strong determination to "Stick to Your Work", letting neither pressure nor this world's allurements turn us aside from Jehovah's service.

Paralleling the warning message to the public "It Is Later than You Think!"—so well received—was the discourse to all consecrated servants of Jehovah on "Profitable Use of the Remaining Time", wherein we were encouraged to make good use of God's patience by praising Him more and more right up to Armageddon. And while doing so let us ever keep uppermost in mind the responsibility, the dignity and the honor that go with our commission to be "Ambassadors of the Heavenly Government".

Much additional instruction was received, all to the same helpful purpose, namely, to aid us in "Praising More and More". Now let each one of us be diligent to apply this valuable instruction, all to Jehovah's glory and our eternal welfare.

Company and Pioneer Supplies

Supplies for companies and pioneers for the coming service year are enclosed with this *Informant*. They include: for companies, report cards for each month of the service year and Company Progressive Report Sheet; for pioneers, report cards for each month and Daily Record Sheets; for special pioneers, monthly Report and Allowance Request forms and Daily Record Sheets, and, for those who use them, report cards for the president's office.

There is no yearly report letter this year. It is suggested, however, that paragraphs 32 to 42 of *Counsel on Theocratic Organization*, which deal with the matter of reporting, be carefully considered at this time.

Since some companies and pioneers use remittance forms (S-52) less frequently than others, this form will no longer be sent with the year's supplies. Please order the Remittance Form according to local needs. Keep a supply on hand and always use the newest form.

"Raising the Signal" Testimony Period

Awake! Featured in One-Month Campaign

Preparation Essential

What international magazine stepped into public service in August, 1946? What magazine answers the rousing call for vital information to a fast-asleep world facing Armageddon? What magazine is free from the shackles of religion, politics and commerce—free to print the truth that sets men free? What magazine publishes varied articles showing the need of God's kingdom? offers comfort to mourners by revealing the light of a new and better world just ahead? points men of good-will to their only hope, the Signal, Christ Jesus? It is none other than the unparalleled magazine of general information, *Awake!*

Awake!'s service of presenting truth and rejecting error aids the reader to step through the gate to freedom and to view God's provision for world relief, His Signal, as brought to our attention in Isaiah 62:10 (*An Amer. Trans.*): "Pass through, pass through the gates, prepare the way of the people; grade up, grade up the highway, clear it of stones; raise a signal over the peoples." By God's grace Jehovah's witnesses will be raising that Signal in October by presenting *Awake!* With enthusiasm we will present the offer of one year's subscription for $1. No premium will be given.

Awake! is published *semimonthly* in Afrikaans, English and German; and *monthly* in Danish, French, Greek, Portuguese, Spanish, Swedish and Ukrainian. All are $1 a year.

Preparation Essential

As this campaign will last only one month, the company organization and each publisher therein must be prepared for action the very first day of the campaign. Are sufficient distributors' copies of *Awake!* on hand? Subscription slips and record sheets? Is territory lined up for proper coverage? and is the accounts servant ready to handle the subscriptions accurately and immediately? Are service meetings planned to keep the offer before the brethren throughout the month so that they will be subscription-conscious?

In order to get off to a good start, here is a suggestion for the last service meeting in September:

1. Welcome and text. 4 min.
2. *Informant:* "RAISING THE SIGNAL" Testimony Period 15 "
   Discourse on first part; questions on second part.
3. Talking points on *Awake!* 10 "
   Discourse showing practical points the publishers can use in presenting the *Awake!* magazine; concrete examples of how *Awake!* fulfills its mission to publish the truth.
4. Demonstration on how to present *Awake!* 15 "
   Show how to overcome objections: "too many magazines"; "too busy"; "no money"; etc.
5. Publisher preparation—an interview. 12 "
   A servant and publisher discuss the publisher's part in preparation; attending meetings, taking notes, study of current issues of the *Awake!* magazine, lining up back-calls, planning time and co-operating with servants in company activity.
6. Closing announcements. 4 "

These and other points on the campaign can be elaborated on throughout the month. Each one on the service meeting program should prepare well so that all will benefit. It would be well to reconsider form S-90, How to Properly Handle Subscriptions, as well as the New Magazine Letter.

Individual publisher preparation is also essential. The main preparation of the publisher is to have a heartfelt appreciation of his privilege as a minister. The mind directs the body, and if we are convinced of the importance of the message our heart will move us into the field. The quota of one subscription per publisher can easily be met if each one does his part. Raisers of the Signal, will you be ready to present *Awake!* October first?

Opportunities

Magazine day activity will keep *Awake!* before the minds of the people. Be prepared and alert to take subscriptions in street work, door-to-door and store-to-store work, and on magazine routes. Each person who takes *Awake!* on routes can be encouraged to get it through the mail on a subscription basis.

Seize every opportunity to present *Awake!* in October; to your friend, neighbor, grocer and baker. Your back-calls should also be subscribers. Into all features of service we will go presenting the offer. If you as a publisher need aid in more effectively presenting the offer, seek assistance from the company servants. Are you convinced that *Awake!* is a magazine vital to the people? Then present it with conviction and enthusiasm! Be awake yourself and help others to get awake by reading *Awake!*

Publications Now in Stock

The Joy of All the People—Slovenian
The Joy of All the People —Urdu

Subscriber Address Changes

Daily the Society receives many notices from the post office department requesting that subscriptions be canceled because the subscriber has moved without notifying either the Society or the post office of the new address.

Henceforth, when such notices are received for subscriptions that have four or more months to run, the Society will notify the company in whose territory the subscriber formerly lived. It will be greatly appreciated if one of the local publishers will immediately check at the address given to see if the new address is available. This should be done even though the local company may not have originally sent in the subscription.

If it is found that the subscriber in question is still living at the same address, the CARD SHOULD BE RETURNED to the Society with a notation to that effect in the space provided on the card. In such cases it is also well to have the subscriber contact the postman to assure future delivery of the magazines. If a new address is obtained, it should be similarly forwarded to the Society.

In cities where there are two or more units the notices will be sent to the city servant for distribution to the various units. He may arrange for whatever help is required to get this done promptly.

It is always advisable for the individual subscriber to notify the Society of his change of address. Do not leave this matter to the local post office if you want to be sure of receiving your magazines without interruption. When filling in the Change of Address form be sure to list your name EXACTLY as it appears on your latest address label; designate whether the change is for *The Watchtower* or for *Awake!* or both; and give the key number which appears on the label or, if this is not available, the approximate expiration date, for EACH magazine.

It is always wise to call on new subscribers with the current issues of the magazines. However, if the first issue is not received through the mail within six weeks, please notify the Society to that effect, giving all information necessary to properly enter the subscription.

The co-operation of all the brethren will greatly facilitate this service rendered by the Society.

New Service Year Begins

Past Year Shows Great Expansion

With confidence we can look forward to many blessings and privileges during the 1950 service year. But before we enter the new year, let us pause and examine the past year in retrospect, noting wherein we have progressed and also wherein we need to improve. This, in order that we may plan now to make 1950 even better than last year.

Reports received for the first ten months of the past service year indicate that we have not only maintained but even exceeded the quota of a 10-percent increase in number of publishers for that period of time. All will eagerly await the report in the *Yearbook* to see by just how much we exceeded the quota for the year. But how does progress in your local company compare? To what extent did it contribute toward this gratifying increase of praise throughout the nation? A check of the following points will help you to determine where you have done well and also where improvement is needed.

Did the company increase 10 percent to meet the quota of publishers for the year? And how do other averages for the year, as shown on the chart, compare with the quotas?

Field Service Report

So that the brethren may have the use of the September *Informant* during the month of September it has been printed before the Bethel vacation period. Hence, the field service report for July could not be included. The reports for both July and August will appear in the October *Informant.*

Expired Subscription Slips

Every month the Society sends expired subscription slips to companies holding the proper territory. In event the subscribers are in isolated territory, their slips are sent to the nearest company. Therefore, when receiving these names, each company is urged to call on all it can reach, even though some may be out of your assignment. Return the slips to the Society only if it is impossible for any publisher or pioneer in the company to reach them.

If these were not met, no doubt an examination of the company's arrangements for field service will reveal places for improvement. To what extent was the company's territory covered and the interest therein followed up? What can be done to cover it more systematically, not only with the regular offers of literature and magazines but with public meetings? What percentage of the publishers made back-calls and conducted Bible studies? Have arrangements been made to assist those not participating in these most important features of service?

Showing love and consideration, can further plans be made to assist irregular and new publishers to be more regular in the service and in attending company meetings? How did meeting attendance compare with the total number of publishers? Has encouragement and assistance been extended to newly interested ones and those attending meetings irregularly to be present at each meeting to receive food from the Lord's table?

Have all the suggestions for improving your praise to Jehovah as contained in *Counsel on Theocratic Organization* been employed, both by the company and by individuals? Magazine day should now be operating smoothly, public meetings should have been scheduled at local company book-study locations, and the many other suggestions given in the booklet used to improve your company organization.

Summing up, does an examination of past activity reveal progress in all features of the service and hence "more and more" praise rendered to Jehovah? Thoughtful checking will undoubtedly show how your company can improve, as well as reveal many encouraging prospects for the year ahead.

The assistant company servant should compute the company's averages, as well as the new quotas, and post these on the chart. The new quota of publishers will be 10 percent above the average number of publishers for the 1949 service year. Similarly, the new quota for total hours and total back-calls will be 10 percent over what these totals were for the previous year. The quotas of average number of hours and average number of back-calls per publisher are obtained by dividing the new quota of total hours and total back-calls by the new quota of publishers. The quota of Bible studies remains the same, 1 per publisher. It is suggested that only whole numbers be used when posting average number of publishers. Fractions of less than one-half should be dropped, but 1 whole number added if the fraction is one-half or over.

Truly the service year ahead holds rich prospects: individual praise in our home territories, two visits from the circuit servant, two circuit assemblies, and the coming 1950 international convention for a fitting climax! Innumerable blessings are a certainty and surely the joy you receive as you assemble with your brethren from all nations will be enhanced by knowing that you had a full share in the expansion of true worship. Hence, if your company did not reach its 10-percent increase in number of publishers during the past service year, then seek to do so in 1950 by striving for it the very first month of the new service year and likewise each month thereafter.

INFORMANT

OCTOBER, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

"Raising the Signal" Testimony Period

One-Month *Awake!* Campaign Begins

Will *You* Take Part?

"Raise a signal." That was the positive command issued by Jehovah to the anointed remnant in 1919. (Isaiah 62:10, *An Amer. Trans.*) It meant that by the widest publicity they must tell the world of the Signal's being immovably fixed on Mount Zion, since 1914. No slumbering now, as when in captivity to Babylon. But awake! and exalt the Signal to the nations, Jehovah's glorious King Christ Jesus. And that they have done, lifting up the Signal to a position of great prominence to this year of 1949.

True, nations politically have rejected the Signal, favoring an abominable substitute of their own building, such as the U.N. Not all inhabitants of the nations, however, have followed that unwise course. Many have listened and rallied with gladness to the Signal, proving their allegiance to Christ and his kingdom now by actively joining in further "raising the Signal" before Armageddon. It is of utmost importance that all of us keep on uplifting that Signal, for it means salvation to those who hear and believe, and death at God's hand to the stubborn and foolish who turn him down.

"Raising the Signal" with "Awake!"

Jehovah's visible organization has directed that during October all persons who see the Signal and are aware of the lateness of the hour unite in "raising the Signal" with *Awake!* What, then, about you personally? Will *you* busy yourself at the doors and on the streets, at back-calls and Bible studies, seizing every opportunity to awaken your fellow man by talking *Awake!* and taking subscriptions therefor? We know you will, if you are physically able and determined to fulfill your consecration to serve as God's minister.

Little need exists to describe to you the merits of *Awake!* You are convinced of its worth, eagerly await its delivery through the mail and read with pleasure its satisfying articles on good government, New World conditions, current affairs, Bible doctrine, wonders of creation, etc. Carry your conviction as to the value of *Awake!* into the field during October. Unhesitatingly mention the year's subscription for $1.00 to interested ones on back-calls and home Bible studies, where the groundwork has already been laid for an *Awake!* subscription. Perhaps they, too, will show willingness to have a part in "raising the Signal" with *Awake!* by talking truth to friends and neighbors and obtaining subscriptions. Help them to this end. Recall, also, this statement from *Counsel on Theocratic Organization:* "Routes may be developed, delivering the magazines regularly to the householder or storekeeper, and later inviting them to subscribe." So invite those on routes to whom you have personally delivered *Awake!* to become subscribers.

Whether in group witnessing or personal territory, take part in door-to-door work, for it is here that most subscriptions will undoubtedly be taken. Every territory, including those worked many times, is suitable for subscription work with *Awake!* If some have not been covered within recent months these, of course, should be given preference. Understandably, objections will be raised by misinformed individuals. Many believe at first that we are salesmen, and *Awake!* is just another magazine. Be prepared to meet and overcome, if possible, these objections. Not that we will adopt a "high-pressure" attitude or force the truth on anyone. No, but for their benefit we will simply point out the truth about *Awake!* and its purpose and thus raise the magazine to its proper high level. It will appeal to right-minded persons.

Awake! has no connection with money interests; it is free from political influence. It is a magazine with a serious, vital mission, as the inside front cover indicates. It offers a wealth of knowledge and factual information on numerous subjects in condensed, readable form, topics of interest to young and old of every walk of life. Beyond that, *Awake!* is purposed to uplift the minds of men by building hope in a new world of God's making. Be specially familiar with the magazines you will use during October, making yours an effective *Awake!* witness.

As subscriptions are obtained, be sure to note complete and accurate data on the slip. The accounts servant will check this carefully, also. Be sure to call back on each subscriber, with the two-fold purpose of making certain the magazine is received and of aiding the subscriber in getting further knowledge of the truth.

Service Meeting Discussions

In each service meeting during October, devote some time to a discussion of the progress of the local *Awake!* campaign. Talk about apparent weaknesses, and ways to overcome these in the territory. Demonstrations and a recital of experiences in *Awake!* work will also be profitable during the month.

Truly, the people of earth who would live beyond this generation must be awakened to the most significant happening of our age, the appearance of Jehovah's Signal. World-wide, Jehovah's witnesses during October will rejoice to publicize this notable event, "Raising the Signal" with *Awake!* Will *you* take part?

Instruction on Correspondence

Letters and Forms Aid Service

In order that correspondence sent to the Society's office by companies, pioneers and others might be handled most efficiently, the following suggestions are given:

The full name of the company (and unit, where units exist) should appear at the top of the page on all company correspondence. The complete name and address of the company servant should also be noted, together with the date of writing. Pioneers and others should also give their name and address at the top of all correspondence and the word "pioneer" should follow the pioneer's name.

The opening paragraph of every letter should briefly state its purpose. If the letter relates to previous correspondence this should be stated in the opening paragraph. If a card was sent to you by the Society, it is usually well to return the card with your letter; or, if the Society wrote you a letter, give the symbol near the date and the date it was written and a brief but comprehensive statement of what it was about.

Each letter should be written legibly and each point stated briefly but clearly. The writer should always sign his name at the bottom of the letter. The company servant should sign all orders and letters for the company.

When publishers associated with a company wish to order literature, renew subscriptions or notify the Society of a change of address, it is best if the matter is handled through the company servant (using the forms provided by the Society) instead of individually, if this is possible.

Forms and Their Use

The various forms have been designed for efficient handling in the office as well as to best meet your needs in the field. The latest remittance forms, subscription record sheets, handbill order blanks, etc., should always be used. The Change of Address form (L-201) should be used whenever you move if you are a subscriber. Companies and pioneers should endeavor to keep a reasonable supply of necessary forms on hand. If supplies are checked frequently forms can be ordered along with literature instead of separately when each one runs out.

The company servant should sign all forms, and his signature should certify that all entries are correct. The total listed on the remittance form should correspond with the total remittance sent, and the addition on the form should be checked. When an error is found by the Society, not only must the correction be made but the company must also be notified to correct its records.

Checks should preferably be made payable to the Society. If not, the check must be endorsed on the back by the one to whom it was made payable. Figures and written amounts on checks should always agree. Postal notes should be filled in both on the face and on the back. If this is not done the postal note is no safer than cash, because if lost anyone could write his name on the face of the postal note and cash it.

Since stencils are made from the subscription slip, the slips should be neat and easy to read. The subscription record sheet should correspond with the slips before they are sent in. Seldom should it be necessary in the office here to transfer information from the record sheet to the subscription slips because of incompleteness or illegibility.

Envelopes should show the complete return address of the sender, and pioneers should use the pink envelopes provided for them. If all of the correspondence is going to one particular department this may be noted on the outside of the envelope, as, Legal Desk, Convention Desk, etc. Subscriptions, orders, remittances and correspondence may be enclosed in the same envelope. The contents of all envelopes should be checked before mailing.

It would be well at this time to also consider Lesson 44, page 173, of *Theocratic Aid to Kingdom Publishers* for further instruction relative to letter-writing. Attention to the above suggestions will be of valuable assistance to the Society in serving you.

Publications Now in Stock

The Joy of All the People —Efik
"Let God Be True" —Yiddish
Permanent Governor of All Nations —Yoruba

District and Circuit Servant Talks

Advance notice is here given of the subjects to be discussed by the circuit and district servants when they go over their territory the next time. The circuit servants' talk during their visits to the companies will be "Earth's New Rulers". At the circuit assembly the district servant's public talk will be "Liberty to the Captives".

1950 Convention

Numerous requests have been received for further information relative to the 1950 Convention. It is indeed encouraging to know that so many are making their plans well in advance. Announcements concerning rooming, special travel arrangements country-wide, whether or not there will be a trailer camp, and other features of the assembly, will be made to all in the *Informant* as soon as arrangements are completed.

Meantime, all are encouraged to continue to plan and to save their funds so that they may be among those who assemble for the 8-day spiritual feast in New York, July 30 through August 6, 1950.

Advance to Perfection of Maturity

Strive for Continual Progress in Study and Service

Home Bible Studies Stressed

Advance! Go forward! That has been the watchword of God-fearing persons over centuries past. It is so in this day, on the threshold of a New World. As the light shines brighter and brighter and Jehovah's work progresses, God's teachable servants receive additional instructions on the work to be done. Clear in our minds now is the necessity of obeying God's command to proclaim his kingdom to the ends of the earth, in harmony with the lead taken by God's visible organization. Each servant of God should advance with the organization in knowledge and service. We must not stand still; and, by God's grace, we will not stand still but will advance from childhood and become men of maturity. That is what Paul meant when he stated: "Therefore leaving the [first] principles of the doctrine of Christ, let us go on unto perfection; not laying again the foundation."—Heb. 6:1.

We should advance to maturity in the deeper things of God's Word, which makes ever clearer the Kingdom hope. To do this we should set aside definite times for private study of the Bible, *The Watchtower*, and other Scriptural publications. If we are to be efficient teachers of good-will persons we must be equipped. Attendance at *Watchtower* studies, service meetings and the Theocratic ministry school is indispensable for advancement. Comment at meetings as opportunity affords and discuss the deeper things of *The Watchtower* with those more mature. By talking of the things you learn you will come to understand them better. So doing you will be advancing to maturity in knowledge, going beyond the foundation laid when learning the first principles of the truth.

Advance In Service

Not only should we advance in knowledge of the deeper things of God's Word, but we should also advance in our service to God. We will do this in November with the offer of "*Let God Be True*" and *The Kingdom Hope of All Mankind* (or any other book and booklet) on a contribution of 35c. To the homes we will go, placing the book and then calling back and arranging home Bible studies so Kingdom seekers may learn the fundamental doctrines upon which to build their hope of the Kingdom.

Advancing in service may require securing greater freedom from other activities, such as secular work, if these are interfering with study and your field ministry. Make time for Jehovah's service in your lives. Look forward to the possibility of pioneer service. Worldly advancements tend to enslave and disappoint. Advancement in knowledge and service to God's kingdom, however, brings hope and contentment now and life everlasting in the New World.

Aid Others to Advance

Although the offer for November is not new, demonstrations on new ways of presenting the offer and developing good-will interest into home Bible studies can be profitably given at the service meeting. Each publisher placing a book should remember his responsibility to call back in a week or two. Be patient with each person of good-will. Be interested in him, reason with him, ever conscious of his views, and help him to advance. A study each week is what he needs. Aid him to attend the meetings at the company book study and Kingdom Hall and ultimately assist him into the active service. Aid children if they show interest. Sometimes parents become interested because of a study with the younger ones of the family. And give proper attention to elderly persons who desire to learn. God is no respecter of persons.

Let us not forget our weaker brethren and those new among us. The company should have arrangements for training these in the most important work of the ministry, home Bible studies. This can be done by individual attention by the more mature brethren. Taking them on back-calls with you, arranging studies and letting them conduct them, is an excellent way. Go back with them from time to time and see how they are advancing. This arrangement may be worked through the company book studies.

Just as parents should set the proper example for their children, so the more mature publishers should be examples to "babes" in the truth in study and service. Advancement will be in evidence as all publishers become more conscious of the seriousness of study and service to Jehovah with the great day of his vindication drawing nearer. If you do not have a schedule for study and service, we suggest you make one. We should utilize all features of the service to aid us in our ministry, and during November we will particularly strive to increase our home Bible studies, because through them our good-will neighbors advance more rapidly. Will you be conducting at least one home Bible study by the end of November?

Monthly Record Form Discontinued

The Monthly Record of Studies and Attendance form (SC-18) which was formerly sent with the year's supplies has now been discontinued.

The Semiannual Pioneer Hour Checkup

In Jehovah's arrangement for the expansion of true worship in the earth the pioneers occupy a specially favored position. With that favored position go certain obligations, among which is the quota of 1,200 hours a year, counted from September 1 to August 31.

To aid pioneers in attaining their quota as well as to keep the pioneer list in truth and in fact a list of full-time publishers, a checkup is made on each pioneer's activity twice a year. This is now being done and each pioneer who has come short will receive a letter from the Society. Depending upon the extent that they have come short, pioneers are being encouraged to do a little better, in that the average number of hours per month has been around 95 instead of 100; admonished that they must improve their time if they would continue to enjoy the pioneer privilege, or advised of their removal from the pioneer list.

Some pioneers who have come far short of meeting the hour quota write of their appreciation of the pioneer service and express their desire to remain on the list. Appreciation, however, is not the only requirement. If those who fall far short are unable to demonstrate their appreciation by meeting the pioneer hour requirements, it will be necessary for them to be content to serve as company publishers, unless long years of service and physical infirmities make them eligible for the "infirm" list.

Those who hope to make pioneering their life work are, wherever possible, wise to keep a little ahead on their hours rather than let them drop behind. This will provide something upon which to draw should unforeseen circumstances, such as illness, arise. Now is the time to begin making or exceeding your quota for the new service year.

Special pioneers will no longer be required to make the semiannual report on their territory. The report by the circuit servant is all that is required unless a change in assignment is thought advisable before he next visits the company.

We still need more good pioneers! Our quota is 8,296 pioneers for 1950. Will you be one of them?

Advance with the Theocratic Ministry School

Attend Faithfully and Improve Your Ministry

"It Is Nearer than They Think!" We, Jehovah's ministers, well know that to be a fact! And, since this world's end is so near, how imperative that we not only devote all the time and energy we possibly can to the witness work, but that we also be ever alert to improve our ministry. One of the most valuable aids in making such progress is the Theocratic ministry school.

With this *Informant* is being sent a new schedule for the school, listing Lessons 45 through 90 (the last) in *Theocratic Aid to Kingdom Publishers* and student talks for the coming year. These coming lessons in this textbook will prove to be especially interesting and valuable. The careful study of the lessons on "Theocratic Activities", "Argumentation," "Bible Helps," "Bible Translations" and "Religion" will enable each one of us to make good progress in knowledge that is invaluable in every feature of Kingdom activity. Resolve now to avoid missing a single meeting and also to always study the lessons in advance.

Increasing Attendance at the School

From attendance figures at hand it appears that some brethren do not sufficiently appreciate the importance of the school, or that other reasons exist to make the attendance low. We suggest that each company finding the attendance weak ascertain the cause and take steps to increase it at this time. In some instances, changing the day for the school and service meeting, as from Thursday to Friday, has accomplished this, especially where children are in attendance. In other cases, the intermission between meetings has been eliminated, except for the singing of a song, with *good results*. Or the ministry school might be scheduled first. Whether or not such changes will be beneficial can be determined by each company locally. But whatever the time and arrangement of the meetings, effort and appreciation on the part of each publisher will largely determine the attendance.

School servants can add much to the value of the school by thoroughly preparing themselves so that they can constructively counsel on coverage of material as well as the delivery, to the edification of both the student and the audience. Adhering to the two-minute limit for counsel will further help to make the school interesting. The school servant must learn to condense his remarks, pointing out just one or two points for commendation and one or two for improvement. The regular use of the counsel sheet will make for consistent and constructive counsel.

In some sections of the country there seems to be a tendency to use slang when speaking from the platform. As pointed out in the lesson on "Vocabulary Building", slang weakens one's language. The truth is beautiful and powerful; slang is rarely the proper medium for communicating it to others. School servants, especially, should be careful to set a good example in this regard.

The school is Jehovah's provision to aid us in 'advancing to maturity'. But unless the individual publisher does his part he will not make progress. You student speakers, accept your assignments. Is it an instruction talk? Make sure that you are fully acquainted with your subject and then give it extemporaneously, within the time allotted. Is it a student talk? Prepare thoroughly, and then *give* it, putting your all into it. And to all the company we say: Attend the school regularly, and prepare for and participate in the oral and written reviews.

Two Consecutive Peaks Conclude Service Year!

As shown by the reports below, July witnessed a new all-time peak of 89,669 publishers, exceeding the previous peak in April by 2,047 publishers. Even more thrilling, however, is the report for August. With a total of 91,463 publishers in the field during the final month of the service year an interesting possibility strikes the mind. With diligent effort on the part of all, is it possible that there will be 100,000 publishers in the United States eagerly welcoming witnesses from other lands who come to attend the 1950 International Convention? Can it be done? Remember, August's report already exceeds the quota set for the coming year. We will look for Jehovah's continued blessing upon our expansion during the coming service year.

UNITED STATES QUOTA FOR 1950

91,254 publishers

Monthly Field Service Report

JULY REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	330	134.9	54.8	7.7
Pioneers	5,429	90.4	27.4	4.5
Co. Pubs.	83,910	9.8	3.0	.5
Total Pubs.	89,669			

Public meetings held: 5,713

AUGUST REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	321	135.6	56.2	7.4
Pioneers	5,568	92.8	29.3	4.6
Co. Pubs.	85,574	9.5	3.0	.5
Total Pubs.	91,463			

Public meetings held: 5,991

NOTE: Individual company publisher quotas for the country have been discontinued. Each company publisher will strive to reach or exceed the company quotas as shown on the chart.

INFORMANT

NOVEMBER, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

Advance to Perfection of Maturity

Increase Bible Study Activity

"Let God Be True" Featured

Do you want God's favor and life everlasting? Then you must advance to perfection of maturity. The ability to advance is inherent in every one of us. Fed first with milk and then solid food, a newborn babe will grow to maturity. Fed first with easily-grasped fundamental truths and then weightier Bible doctrines, the Christian will as a natural consequence advance. He becomes a mature minister, able to "preach the word", to refute arguments, to stand firm against assaults, to nourish others. This will help him to win God's approval and find life.

Feeding upon God's Word must be a regular practice in our advance to perfection of maturity. To become slothful in study habits, satisfied with past knowledge, is dangerous. The unfed infant will neither advance nor remain a child. It will die. The consecrated person, if spiritually unfed, will neither advance nor remain infantile in knowledge. He will waste away to certain death. For our eternal good, we ought to meditate upon and give continual heed to Paul's admonition at Hebrews 6:1: "Therefore leaving the [first] principles of the doctrine of Christ, *let us go on unto perfection;* not laying again the foundation."

Thousands Advance to Maturity

All Kingdom publishers will aid others to advance to maturity during November by presenting *"Let God Be True"* and *The Kingdom Hope of All Mankind* on a 35c contribution. *"Let God Be True"* has already aided thousands to advance to maturity. In August, 1946, when it was released, only 60,420 publishers were engaged in Kingdom proclamation; but after three years of widespread distribution of this useful textbook, in August, 1949, we saw the all-time high of 91,463 Kingdom publishers! Surely *"Let God Be True"* played an important role in this splendid progress.

Alert ministers will approach each door as a prospective sheep-location, having something definite in mind to say. A few well-chosen sentences to fit each situation will be much more effective than an oft-repeated, cut-and-dried recitation. Lessons 48 and 50 in *Theocratic Aid to Kingdom Publishers* furnish splendid information refuting those common objections and excuses that arise. Tactfully endeavor to overcome such and really *present* the message. Illustrate the value of the book in answering questions, and point out the significance and importance of the material.

Back-Calls to Bible Studies

Each book placement is a potential Bible study. The person of goodwill possesses the book; now the publisher's privilege is to transfer the life-giving truths printed therein to the recesses of mind and heart, thus effecting the first step in the advance to perfection of maturity. To do this back-calls are necessary. On return visits prove to the goodwill person your sincere concern for his spiritual growth. Urge him to read *"Let God Be True"* and list any questions for consideration on your subsequent call. Such back-calls will continue regularly as the publisher works toward establishing a home Bible study. When people already possessing the book are met, endeavor to arouse interest anew in *"Let God Be True"* for the purpose of starting a Bible study. Be Bible-study conscious! It is the tried and proven way to aid the immature to maturity. (For helpful information on home Bible studies see *Theocratic Aid to Kingdom Publishers* lessons 46 and 47.)

Often it is heard, "The person with whom I have my Bible study just doesn't seem to advance toward maturity. Not only does the study drag, but I have difficulty broaching the matter of service and meeting attendance." Perhaps self-examination will reveal the cause. Ask yourself: Do I thoroughly prepare each lesson? Do I arrive at the appointed time and conduct my study regularly? Do I conduct an enthusiastic and interesting study? Do I stick to the subject under consideration? Do I draw out comment of the student to help him make the material his own? Do I tactfully point out God's requirement of service and meeting attendance when they are mentioned in the subject matter? Do I avoid overstaying my visit?

Of course, do not overlook examining the one with whom you are studying to make certain the "seed" is planted in "good soil" and that there is a desire to advance to maturity. If a person desires further study after finishing one book, continue the study. By the publisher's being alert and properly conducting the study, the Bible student will make continued advancement on the road to maturity and ultimately will begin to serve Jehovah in the field; or he will relapse to the point where the study should obviously be discontinued.

Another requirement in our spiritual growth is meeting attendance. Just as in approaching the doors of the people, so in attending meetings, we must have the right mental attitude. Why does one attend meetings? The logical answer is, to advance to maturity. Hence, in order to realize a full measure of benefit from the meetings, one must participate by commenting and carrying out his other assignments, such as parts on the service meeting program and instruction talks. Conductors of meetings will encourage more of the brethren to comment where audience participation is called for.

With this counsel clearly in mind, let each minister unite with his fellow servants in co-operating in all company service matters and participate in every feature of Kingdom activity. So doing he will continue his "advance to perfection of maturity".

Results of the Pioneer Hour Checkup

The pioneer checkup has been made and the results tabulated. This information, given below, will be of the greatest personal interest to each pioneer as he notes in which group he finds himself. Additionally, each company publisher will be keenly interested, well knowing the vital part that the pioneers have in the expansion of true worship, both by deed and by example.

To us, the results present a very encouraging picture. When we consider the obligations of the pioneer, the quota of 100 hours, personal study, and perhaps family and company-service obligations, as well as the many unforeseen circumstances that may arise, we rejoice to learn that more than 72 percent of the pioneers met or exceeded the minimum requirement. Nine percent averaged from 94 to 99 hours a month. These were encouraged to try to fully meet the requirements during the coming year by working just a little harder or planning a little more carefully. The remaining 19 percent will be given another six months to improve their time, with the exception of a small number whose circumstances and reports were such that they are being notified of their transfer to the company publisher ranks. Of the special pioneers, all but 19 met the minimum requirements.

From the foregoing it is seen that the Society is dealing with pioneers with full consideration to individual circumstances and is giving them the greatest possible opportunity to measure up to the requirements consistent with its policy regarding the requirements of the full-time ministry.

Fully aware that the Lord has so arranged that the greater the publisher's part in the expansion work, the greater will be his safety and joy, the Society will continue to encourage more and more company publishers to enter the full-time ministry, and will continue to aid them in every way possible.

Are you a pioneer? Then press forward with diligence and zeal, looking ever to the wisdom which comes from above to guide you, always setting your goal beyond the minimum requirements. Are you a company publisher? Then be ever on the lookout for the door to full-time service to open for you, in the meantime doing your best to use all your gifts and every opportunity to the praise of Jehovah God. (Pioneers: Be sure that you always fill in your name on your report card and for legibility *print* it. A report without a name cannot be entered on your service record.)

Testimony Cards

Testimony cards have been employed by the witnesses in their work during past years to a varying degree depending upon circumstances encountered in the field, and, to some extent, the ability of the individual to verbally present the Kingdom message. In addition, the back of the card has served as a means of identifying consecrated brethren as being ministers of the gospel and representatives of the Watchtower Society.

As so effectively pointed out in the January, 1948, *Watchtower*, however, any identification that we might present in the form of a printed card or other document is far less effective and valuable than the identification that actually marks a Christian as being different from those of the world. Like the apostle Paul, we do not need letters of recommendation written by men to prove we are ministers. Men of good-will who have heard the truth from our lips are living epistles or letters; letters "written not in ink, but in the spirit of the living God, and not on tablets of stone, but on the human heart". (2 Cor. 3:1-3, *An Amer. Trans.*) Christian works and the fruits they bear are the most eloquent form of identification Jehovah's witnesses could have. Each witness should also be able to show from the Scriptures that he is an ordained minister.

For these reasons, the Society will no longer print identification backs on the testimony cards. Any cards with backs that may now be on hand with the Society or in companies may be used as though they were blank. Testimony cards with blank backs may be printed from time to time by the Society to care for the needs of those who want to use this means of introducing the literature, or to assist in overcoming peculiar circumstances that sometimes arise in the witness work.

It is believed, however, that since the inauguration of the Theocratic ministry school most of the witnesses are now capable of presenting the Kingdom message without the aid of the testimony card. They are encouraged to do this because, in the majority of cases, a verbal testimony is most effective.

In some countries identification cards must be furnished to persons going from door to door. However, this is not necessary in the majority of countries.

Do Not Use Mailboxes

Postal regulations require that only mail upon which proper postage has been paid and delivered by employees of the postal service can be placed in mailboxes. Under no circumstances should handbills, magazines or other publications be placed in mailboxes by the brethren. Difficulty can be avoided by calling this to the attention of the publishers from time to time so that all are properly instructed.

"Yet More Praise" Testimony Period

Our Goal: A New Peak of Publishers in December

All Servants United in Praise

Men, in their lack of faith, look to the leaders of this world for guidance and laud them for keeping this world's systems of greed together. But praising men and trusting in their schemes has brought no hope to humankind. In contrast with this, praise to Jehovah by his witnesses echoes around the earth and is bringing real hope to men of all nations. The Kingdom message, showing forth Jehovah's promise of life in the New World, is comforting thousands daily; and these men of good-will are joining with the already great throng of true worshipers to proclaim as did David, "I will hope continually, and will praise thee yet more."—Ps. 71:14, *A.S.V.*

Yes, the hope of God-fearing men is in Jehovah and they desire to increase their praise of his mighty works and his salvation. That is why Jehovah's witnesses have eagerly sought to 'yet praise him more and more' in harmony with the text chosen for the year 1949. Time after time they responded to the appeal of the text, and repeatedly Jehovah gave visible manifestation of his approval upon their concerted efforts. New peaks of publishers, proof that Jehovah is now gathering his people through the work done by his witnesses, have been reached four times during 1949, five times during the service year. As Jehovah's praise is taken up by these new enthusiastic publishers what joy it must bring to the Creator! They are sharing in the vindication of his name. For the same reason their activity brings joy to us and we look ever forward to the reaching of new publisher peaks.

"Yet More Praise"

Fittingly, the service text chosen for the December testimony period, bringing to a close the 1949 calendar year, calls for "Yet More Praise". How better can we bring more praise to Jehovah than by striving for another new peak of publishers? An easy task? No, not at all. We all well remember the effort that was required to reach peaks in the past; but does anyone begrudge that effort? Far from it! So, to the work again, getting busy to see that all who appreciate Jehovah's provisions for men of good-will have opportunity to join in singing his praises during the month. Diligent planning and zeal for Jehovah's service by *each* servant of God will make possible a new peak which will be a grand climax for the year.

Our schedules will call for engaging in every feature of service activity. The offer will be "*Let God Be True*" and *The Kingdom Hope of All Mankind* (or another book and booklet), on a contribution of 35c. Presenting the magazines on the street and from house to house, making back-calls on those who show interest, and conducting home Bible studies will keep the Theocratic minister busy throughout the month.

Reaching the Peak

New peaks can be reached in many companies simply by getting all of the publishers out into the service during the month. A check of the publisher record file will reveal who have not been in the service before the 15th of the month, and these can be assisted to have a part in giving 'yet more praise'.

New publishers still requiring counsel and encouragement should also be aided. Although they have been out in the service now, it should not be assumed that they can stand without a word of encouragement, an invitation or a helping hand.

And what about that good-will person with whom you are holding a home Bible study? Why not invite him to attend the local company meetings where you can acquaint him further with the preaching activity of Jehovah's witnesses? Point out to him his privilege of sharing the knowledge he has gained with others by joining you in preaching the gospel of the Kingdom. Do not overlook anyone who is a potential publisher. Peaks, after all, are made up of a combined total of *individuals*.

Youthful servants should also be encouraged to praise their Creator. Participation in the Theocratic ministry school serves to encourage the young as well as the old and aids them to develop proper appreciation for Kingdom service. Exercising proper guidance, parents can instruct their children in rendering effective praise and maintaining proper decorum in the Lord's service. December will be a good month for them to render "yet more praise" because of the holidays, and parents can do much to encourage their children to use this time profitably by furnishing them a proper example.

Joyful and effective praise comes from united praisers. Hence, cooperation on the part of all is essential. Servants, looking well to the positions of service given them, will maintain a consistent course of aiding their brethren and setting the proper example. Earnestness and enthusiasm, inspired by the desire to see Jehovah's praise increase, will serve to motivate others to join with them in God's service. Publishers, thankful for such assistance given them in their service to Jehovah, will co-operate to the best of their ability by participating in the arrangements made for service. Each publisher should keep in mind the company quota of hours and endeavor to reach or exceed this during the month. And remember, the little things count, too, such as turning in your reports promptly.

Unitedly, then, we will work toward attaining a new peak of publishers in December, for we know that more praisers means "yet more praise" to Jehovah and this leads to "more and more" people of good-will learning of Jehovah's righteous provision of everlasting life.

Distributors' Magazines

Magazine distribution is now an integral part of our witnessing activity. The provision for obtaining distributors' copies of the magazines helps to assure the company of a regular supply with which to carry on its work, and it is gratifying to see more companies taking advantage of this provision.

Not only is the regular receipt of the distributors' copies of the magazines essential for the publishers who have planned their activity to include magazine work, but delay results in disappointment for the people who are depending upon obtaining the magazines on the streets or through personal delivery. Too frequently magazines sent to the companies are delayed because the one to whom they are addressed neglects to notify both the Society and the post office when his address is changed. Often the magazines are sent back to the Society by the post office, which also means additional and needless expense.

Simply writing that the address of the advertising servant is changed is not sufficient, for in many instances the advertising servant is not the one to whom the magazines are sent. For this same reason the Society does not automatically change the address of the company's magazines when a new advertising servant is appointed. Those responsible for the magazines should *always* use the Magazine Distributors' Order Blank (S-66) when the address to which the company magazines are to be sent is changed.

In addition to notifying the Society of such changes, when a servant leaves the company or moves he should go to the post office and make arrangements for the proper handling of the magazines, so that those already in the mail will not be returned to the Society while the change is going through.

When a company fails to receive distributors magazines the Society usually credits the magazine account for those magazines. When writing about magazines you failed to receive, always state whether you want the magazines sent or you simply desire the adjustment to be made in your magazine account.

Publications Now in Stock

Safety —Cebu-Visayan
Hope —Hiligaynon-Visayan
"Let God Be True" —Icelandic
Permanent Governor of All Nations —Italian
The Joy of All the People—Persian
"Let God Be True" —Sesuto
"Let God Be True" —Siamese

Magazine Release Dates

In order for the brethren to have their magazines in ample time for distribution on magazine day the Society mails them out well in advance of the date of issue. Usually it is best to have all of these dated magazines distributed before the date of issue. In other words, *The Watchtower* dated the 1st of the month should all be distributed before the 1st; *Awake!* dated the 22nd should all be distributed before the 22nd. Of course, if this is not possible, then you should distribute them as near to the date of issue as you can. For the most part, then, we will be working with one magazine every week of the month.

It seems good to establish starting dates for distributing magazines so that no company in the United States or the world will offer the magazines before a given date. The schedule would be as follows:

"Watchtower" dated:	Start distributing to public:
1st of month	22nd of preceding month
15th of month	6th of same month
"Awake!" dated:	
8th of month	30th of preceding month
22nd of month	13th of same month

Some companies may not get their magazines as soon as this, but those who do can begin distribution on the above-named dates. This will allow about nine days to get the magazines out before the date of issue.

No magazines in the world can satisfy the people's needs more than *The Watchtower* and *Awake!* Each company and each publisher is urged, therefore, to keep expanding magazine distribution to Jehovah's praise and the people's welfare.

Expired Subscription Notices

When a subscriber fails to renew his subscription his address stencil is imprinted on a slip which the Society sends to the company. This enables a witness to call personally and assist the former subscriber to realize the value of having *The Watchtower* or *Awake!* coming regularly.

Every reasonable effort should be made to call upon each of these persons. It should not be assumed that there is no interest. Many subscriptions are obtained from people who simply neglected to renew although they still enjoy the magazines.

If the individual cannot be found after a reasonable amount of effort, or if he shows no further interest in obtaining the magazines, the slip may be destroyed. The stencil, which is the last record the Society has of the subscriber, is discarded when the slip is made; so no report on the uninterested is required to make the Society's records complete. Slips for people living outside your territory may be returned; but if a card is enclosed asking you to contact them, please endeavor to do so before sending the slips back.

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

SEPTEMBER REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	351	140.7	57.0	7.5
Pioneers	4,643	89.5	31.7	5.5
Co. Pubs.	85,112	9.3	3.0	.5
Total Pubs.	90,106			

Public meetings held: 5,323

Our best September by almost 15,000 publishers!

Pioneers: Watch your hours. Remember your quota.

Company publishers: Can we make more back-calls?

Checking Accounts Statements

When statements of your literature and magazine accounts are received from the Society, the accounts servant should check them carefully as soon as possible. It appears that a few have not been doing this, causing difficulty later on if a discrepancy occurs.

Bear in mind, when checking your magazine account statement, that the charges are always one month ahead of the credits. The magazines charged on any magazine statement are the issues for the month stamped in the upper right-hand corner, unless otherwise indicated. For example, the statement with the date "June, 1949" stamped in the upper right-hand corner lists charges for the June 1 and 15 issues of *The Watchtower* and the June 8 and 22 issues of *Awake!* But your remittance for those June issues of the magazines is sent in during the first ten days of the next month, and is entered on your statement for July. Thus, if you have always sent in the exact amount due for magazines received, your June statement will show a balance due equal to the cost of magazines charged on the June statement, which is proper. Of course, on the company's records the remittance for magazines received during June would be entered along with the charges for the June issues of the magazines. The company's records should therefore show a balance of "none" while the statement from the Society shows a balance due.

INFORMANT

DECEMBER, 1949 "I . . . will yet praise thee more and more."—Ps. 71: 14. BROOKLYN, N. Y.

December a Month for Praise

Another Peak Our Goal

Back-Calls Play Important Role

Consistent praise on the part of God's servants has made 1949 the biggest year of praise that this earth has ever known. Since men must praise Jehovah in order to get life, more praisers now means more enjoying life in the new world. Not content then to rest upon past accomplishments, Jehovah's servants earth-wide exclaim in the words selected as the theme for the December Testimony Period, "But I will hope continually, and will praise thee yet more and more." (Ps. 71: 14, *Am. Stan. Ver.*) Together we will strive to climax the year with another peak in number of active praisers, that more may have life.

The fact that several peaks have recently been reached does not make a December peak less likely, but rather even more probable. New publishers inject much beneficial enthusiasm and all are encouraged to greater effort at such evidence of Jehovah's favor. Furthermore, in most companies there are many more Publisher's Record cards on file than their publisher peaks during the last six months. Why, if all who have published during the past year were to praise during December, a decisive peak would easily be reached. The potential is already there!

Increasing Praise

Praising Jehovah does not result from following the course of least resistance. It takes no great effort to meet the low standards which the Devil sets for men; and his standards do not allow for any praise to Jehovah. Have you allowed yourself to become irregular in service? to unwittingly slack your hand? to habitually depend upon others to help you praise when you might be helping someone else? If you do not personally budget your time to serve God, the Devil budgets it for you and helps you to waste it. This is not a time for laxity. This is the time to form better habits of praise, to take the initiative and utilize all opportunities that arise during the day's activity. December should present many opportunities for service, including the holidays. Are you budgeting them for praise?

Group Witnessing Aids Praisers

Group witnessing provides helpful assistance for Jehovah's praisers and should be arranged for in all companies. True, some may not be able to conform to all of the group witnessing arrangements. When this is true the servants can investigate to determine the time most convenient for those thus restricted but otherwise able to participate in the service at some other time during the week. It can then be arranged for them to meet for service at a convenient time and place. Even though no servant may be able to be present, someone who can be there can take oversight Such groups need not be large. Perhaps only two or three can come, but if definite arrangements are made and followed out it will surely result in increased praise.

Whether in group work or otherwise, servants, publishers and pioneers should gladly accept the opportunity to assist others. Pioneers can be of great assistance in midweek activity and can frequently, by good example, be instrumental in aiding others to be full-time praisers.

Many of our brethren have burdens that restrict their service, but by sharing burdens we can help them to share in the increase of praise. For example, sisters can take turns at caring for children, transportation can be provided and those needing practical assistance can be invited to accompany you. At the same time, those receiving such aid will want to take their turn in helping others.

In arranging car groups the spirit of a sound mind should always be used. Consideration should be taken of family and marital relationships so that even the appearance of evil will be avoided, and especially that persons becoming interested will not be stumbled.

All of Jehovah's praisers will present "*Let God Be True*" and *The Kingdom Hope of All Mankind* on a contribution of 35c during December. When people are contacted who already have the book, be ready to assist them to study and to understand it rather than to try to place additional literature immediately. And do not forget to keep a record of interest, so as to make your own back-calls.

Back-Calls Increase Praise

A great responsibility rests upon Jehovah's witnesses to call back upon persons who have manifested interest in God's Word. Since back-calls are no longer turned in to be filed, that responsibility has increased. Yet reports show that many companies are decreasing in average number of back-calls, indicating that some are not sharing in this essential avenue of praise, or it may be that the back-calls are not being properly reported. Remember, a return visit can be counted as a back-call even if only an additional witness is given and the person manifests no further interest after the visit is finished. If a study is held four times in a month the publisher should report four back-calls.

The many persons of good-will whom we meet and nurture to an understanding of God's Word, together with those who have been somewhat irregular in their service, furnish a tremendous potential for an increase in number of praisers. Not yet have we reached the final peak before Armageddon brings an end to the ingathering of men now living on the earth. "I will increase them with men like a flock," promises Jehovah through his prophet. (Ezek 36: 37) May December see many more in that flock and a new publisher peak, to the end that Jehovah will receive yet more praise!

PLAN Now to Attend the 1950 Convention!

Intensified interest marks the passing months as the 1950 international convention comes on apace. Jehovah's ministers the world over are keenly anticipating and planning for what promises to be the most thrilling assembly yet. *International* it will be indeed, for already publishers in South America, Europe, Africa, India, China, Philippine Republic, Australia and virtually every other clime and place are arranging their affairs so as to gather in Theocratic convention July 30 to August 6, 1950. Brethren in the United States are likewise doing their share of planning for this great occasion. Those engaged in secular work are arranging for vacations at convention time; good-will persons are being invited and encouraged to attend; and forward-looking publishers are accumulating savings for the journey to New York city.

Transportation Preparation

Travel to New York will require advance planning. Publishers should begin now considering what means of transportation they will utilize. (Questions or problems on travel may be referred to the Society's Convention Transportation Desk for counsel.) Next to private auto travel, rail transportation will accommodate most of the conventioners. Therefore, the Society has tentatively arranged for several special trains and coaches to serve various sections of the country. Well-equipped trains are planned for departure from Los Angeles, Calif., San Francisco, Calif., Portland, Oreg., Seattle, Wash., Denver, Colo., Omaha, Nebr., Chicago, Ill., Detroit, Mich., San Antonio, Texas, Oklahoma City, Okla., St. Louis, Mo., New Orleans, La., Jacksonville, Fla., Atlanta, Ga., and Cincinnati, Ohio. Additionally, these trains will serve many points en route to New York. Transportation servants are being appointed in key cities and they will arrange for special trains under directions from the Society. In due time full details on train schedules and information on other modes of travel will be sent to all companies.

Reporting Travelers

In order to organize convention travel efficiently the Society requires certain information. Company servants (or transportation servants where such have been appointed) should ascertain the number of persons in their companies that will be traveling by auto, rail (whether coach or Pullman), bus and airplane. This can probably be done by having the brethren turn in slips of paper listing the method of travel they plan to use, or by a showing of hands at one of the company meetings. These figures should be listed separately and sent to the Watchtower Convention Transportation Desk, 117 Adams St., Brooklyn 1, N. Y., by *January 1, 1950*. It is realized that this count will only be a general estimate and that many of the brethren may find it necessary to change their plans between now and convention time, but such a poll will give the Society the over-all transportation picture for 1950.

As the time for this great spiritual feast spread by the Lord draws near, the Society encourages each and every one to: PLAN now to attend the 1950 international convention in New York city!

How Well Do You Know Them?

Review of *Yearbook* Valuable

If you were suddenly placed in the midst of a group of witnesses of every nationality and tongue, how well would you know them? Not many months hence this will happen as witnesses from all over the world gather in New York city for the great international assembly. That we may understand our brethren better and know something about the countries from which they come, the customs of the people, the work our brethren have accomplished and the conditions under which they work, the following procedure will be followed:

Beginning January 1, 1950, or as soon thereafter as the 1950 *Yearbook* is received, all companies will devote about 15 minutes of each service meeting to reviewing an average of two countries a week from the *Yearbook* reports. If the countries are small, perhaps two or three can be covered; if they are large, maybe only one. We will start at the beginning of the 1950 *Yearbook* and continue each week until all of the countries reporting have been covered.

This will not be simply the quoting of many figures, but should be interesting discussions of those countries and their advances in Kingdom service. If the country is small and unfamiliar, perhaps a large map or a sketch on a blackboard can be used. Reference can also be made to the world map on the inside cover of the *Yearbook*. The one handling each assignment can consult and use material from previous issues of the *Yearbook*, from the chart in the *Yearbook*, from maps, encyclopedias and any other sources of information regarding the particular countries and their people.

This highly educational material will instill in our minds an even greater appreciation of the *Yearbook* and the service work done by our brethren in other lands. May we not also be even more united world-wide than in the past? All publishers will look forward eagerly to these discussions during the international year of 1950, that they may really know their brethren better.

Ministers for the Issue

Prepare Now for 12th Annual Subscription Campaign

The Watchtower and 8 Booklets to Be Presented

How few on earth today appreciate what the paramount issue before all creation really is! The majority vainly concern themselves with minor and temporary issues, ignoring the vital and all-important issue raised almost six thousand years ago: Who is the Supreme One? and who will rule the universe?

That men may be without an excuse for pursuing such a course of folly Jehovah God has his ministers on earth who make known that issue. Today, when its final settlement draws near, it becomes increasingly urgent that those ministers, in the words of our text for January, "bless Jehovah" and "do his pleasure" by publishing the truth regarding the issue.—Ps. 103:21, *Am. Stan. Ver.*

The Campaign Offer

The chief instrument that Jehovah's ministers have been using for the past seventy years to aid them in clarifying the issue is *The Watchtower*. That journal reveals the fulfillment of Bible prophecy, removes the stumbling-stones of false doctrines and aids men of good-will to take their stand on Jehovah's side of the issue; and it instructs Jehovah's ministers regarding the importance and manner of carrying out their commission.

How fitting, therefore, that the ministers for the issue should present the magazine for the issue! During the four months of the 12th annual subscription campaign they will present a subscription for *The Watchtower* for one year for one dollar, with a premium of eight booklets free. Seventy-five cents will be remitted to the Society. To those already subscribing for *The Watchtower*, *Awake!* may be presented. However, no premium will be given with *Awake!* and one dollar will be remitted to the Society for each *Awake!* subscription obtained.

Servant Preparation Essential

To get the subscription campaign off to a good start will require thorough advance preparation on the part of all servants. The company servant not only will prepare to feature the subscription campaign in the service meetings but will also see to it that every other part of the company organization is properly prepared. The assistant company servant will do his part by checking the Publisher's Record cards to see who needs help to get into the service as well as who needs training in the placing of literature and obtaining of subscriptions. The Bible study servant will promptly distribute expired subscription slips as well as look after the proper calling back on those who subscribe.

The territory servant will see to it that the territory longest without a witness is covered first, and particularly such as may not have had the benefit of the subscription offer last year. To have sufficient copies of each issue of the magazines on hand will be the obligation of the advertising servant; while the stock servant will make sure that the company is well supplied with booklets and subscription forms. There are 14,769,712 booklets in the pioneer and company literature stock throughout the United States. These should be used before ordering more, regardless of how long since they may have been first published. Circuit servants can aid in relieving overstocked companies by advising companies needing booklets where to secure them. The accounts servant will be prepared to effectively and accurately handle the subscriptions as they come in.

Individual Advance Preparation

Each minister in the company will likewise need to make advance personal preparation. First of all, he should prepare his mind. He should have a keen appreciation of the importance of *The Watchtower* as the official journal of Jehovah's visible organization and the vital role it plays in making known the issue. He should be subscription-conscious at all times, not only when engaging in the house-to-house and street ministry, but when shopping or when tradespeople or acquaintances call, or whenever opportunity affords. Be prepared to have something specific to say regarding the particular issue of *The Watchtower* you are presenting. With conviction, show why this publication is for the benefit and spiritual welfare of those to whom you speak.

Individual advance preparation also means having definitely in mind where one will work, and also when. Plan definite times for your field ministry; do not let it be a matter of mood or inclination. And when going forth, be prepared also with presentable equipment: magazines, booklets, subscription blanks, handbills, etc.

Quota

The subscription quota for each company will again be twice its peak number of publishers. Based on the August, 1949, peak, the United States quota will be set at 180,000 subscriptions. Last year's quota for the United States, 165,000 subscriptions, established on the same basis, was exceeded by more than 3,000, as 168,154 subscriptions were sent in. Can we meet or exceed our quota again? Every country where *The Watchtower* or *Awake!* is distributed will set a similar quota. Last year from January to April the publishers throughout the world obtained 361,218 new subscriptions. This promises to be another great campaign for expansion.

With full appreciation of the primary issue before all creation, and of the part that *The Watchtower* plays in making it known, let each minister of Jehovah see to it that he is well prepared to do his part in the 12th annual *Watchtower* subscription campaign.

New *Awake!* Subscriptions Obtained in the United States During October Campaign
60,164

1950 *Yearbook* and Calendar

Zealous service prompted by love for Jehovah has resulted in splendid world-wide increases in Kingdom activity during the service year just past. For the benefit and enlightenment of all, the Society's president has again compiled a report on this great expansion of praise, and it is published in the 1950 *Yearbook of Jehovah's witnesses*. This encouraging report should be read by every person interested in the advance of true worship in the earth. As in the past, the *Yearbook* also contains a Bible text with comments for each day of the year. The *Yearbook* is now available at 50c a copy.

The 1950 Calendar, also now available, presents an accurate colored reproduction of the new Bethel home in Brooklyn, N. Y. The yeartext for 1950 is overprinted across the top, and the Calendar pad presents the names of the six Testimony Periods and the service themes for the intervening months. Calendars are 25c each, or 5 for $1 when sent to one address.

It is preferable that those associated with a company place their orders for the Calendar and the *Yearbook* with the company servant. He should determine immediately how many of the Calendar and of the *Yearbook* will be required by publishers, new pioneers and persons of good-will and send in the order promptly, keeping in mind that both the Calendar and the *Yearbook* are cash items and a remittance to cover must accompany each order.

Pioneers who entered full-time service prior to July 1, 1949, will be sent a copy of the *Yearbook* free.

Improving Your Service Meetings

Company Servants Diligently Plan and Publishers Support This Important Meeting

The service meeting is one of the most important meetings for Jehovah's consecrated people today. At the *Watchtower* study we 'transform our minds to prove *what* is that good and acceptable will of God', and at the service meeting we learn *how* to do that will and meet God's approval. A good service meeting also increases the desire to share in the service work. That service meetings may be improved, the following suggestions are given.

Each service meeting should be, first of all, practical and workable. It should be current and deal with the problems of the local company; it should have variety, be thoroughly prepared and properly timed; and it should instruct, not merely entertain.

Variety of Material and Presentation

An almost endless variety of material presents itself to the alert servant. The *Informant* fills the primary place in this respect. In addition, *Yearbook* reports, résumés of new publications and special letters from the Society should be considered. Talks on unity, conduct, consecration, etc., may be appropriate at times, and *Counsel on Theocratic Organization* and *Freedom of Worship* should be regularly considered and frequently reviewed.

Field service arrangements should also be taken up at each service meeting. Related subjects include attention to the company book-study arrangement, examination of the company's condition by use of the chart, how to conduct interesting and instructive back-calls and studies, how to work individual and business territories and do effective magazine and advertising work. Instruction on welcoming the stranger, on how to acquaint persons of good-will with service and on ways of aiding the irregular are also profitable from time to time.

The service meeting is an effective place to point out the importance of meeting attendance and participation too. Practical ways to apply in the field information gained at the various meetings can be demonstrated to the benefit of all.

The possible ways of presenting this reservoir of material is almost as varied. Some material will be best presented by discourse; other things by questions and answers; and then there are demonstrations, narration and pantomime, interviews, questions from the audience, or any combination of these methods. Service meetings need not follow the same routine pattern each week.

Planning the Meeting

The company servant is responsible for this meeting and he should always be alert for material, for weaknesses in the company to be overcome and for good points to be commended. He should welcome suggestions from other servants and publishers, as these will aid him in dealing with company problems and planning the meeting.

On receipt of the *Informant* he would do well to plan the service meetings for the following month, selecting an appropriate theme for each. Usually the theme is based on an *Informant* article around which the meeting is built, or perhaps the theme for the month. For example: The first meeting in December would follow the theme "Yet More Praise", which is the theme of the main *Informant* article. There might first be a discourse on More Praise by Home Bible Studies, then an interview on Company Book Studies Organized for Praise, followed by the main *Informant* article, "December a Month for Praise." The first part of the article might be considered by a discourse, then a demonstration of the offer, and conclude with questions and answers on the remaining paragraphs. The meeting could then be concluded with a short stirring talk on Regular Praise.

Throughout the month other necessary matters can be considered. The main thing is to *plan* your meetings and work for variety, building each meeting up to a climax. Avoid having three discourses in a row; rather, intersperse talks with other forms of presentation.

Effective service meetings require advance preparation and participants must know what they are to present. Just to say, "I want you to talk 15 minutes on back-calls," is not sufficient. To tie that portion of the program in with the theme may require the development of specific points about a subject, such as "How to conduct interesting and instructive back-calls" or "How to turn back-calls into studies", etc. If it is to be a demonstration, be sure the conductor knows the points to emphasize. Time is important too, and that means that each one should stay within his allotted time so that the meeting will not be over an hour. Various forms of audience participation always help to enliven a meeting if all strive to contribute their share.

Instructive and interesting service meetings are very helpful and necessary for God's people in performing their ministry. Company servants, give diligence to planning the service meeting! Brethren having assignments, prepare well and stay within your allotted time! Publishers, support the service meeting by your attendance and participation!

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

OCTOBER REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	380	134.5	56.2	7.7
Pioneers	4,714	91.6	33.9	5.5
Co. Pubs.	88,467	10.0	3.4	.5
Total Pubs.	93,561			

Public Meetings Held: 6,139

A new peak by 2,098 publishers!

Company publishers also show improvement in hours, back-calls and home Bible studies. Keep up the good work!